

## PartSmart Products and Services for Leaders in the Automotive Aftermarket

Data mapping, validation and parts system customization services compliment Innovative Logic's PartSmart All-in-One Product Information Management (PIM) system

To win in the automotive aftermarket you have to make it your business to know the best in the business. That's why you need to know Innovative Logic Corporation.

With more than 50 years of parts information management experience, Innovative Logic specializes in data mapping\*, validation and parts system customization on a wide variety of technology platforms.

Innovative Logic is also the maker of the PartSmart All-in-One Product Information Management (PIM) system. Used by automotive aftermarket companies worldwide, PartSmart All-in-One allows manufacturers, distributors and retailers to exchange and manage accurate, standardized product information (including product images, documents and pricing data) through the entire supply chain.

Whether it's a one week data mapping contract or a multi-month data system customization, Innovative Logic earns praise for technical depth, responsiveness and respect for customer deadlines and budgets.



Because we build our own product information management software, we understand that all systems have to meet exacting industry requirements while delivering short production cycles.

To learn more, call the Innovative Logic team now at 1-613-284-0647. If you need more information on our products and services, just turn the page to discover how we're creating wins every day for our parts catalog customers.

## PartSmart All-in-One

One database. One source to edit, map, and publish your parts data in a variety of formats — from print to Web to CD to DVD. That's what PartSmart All-in-One delivers to the leaders of the automotive aftermarket. Unlike product information management systems that require you to reformat to fit their software, PartSmart All-in-One gives you convenient, powerful tools to manage your data your way, fitting *your* IT infrastructure and business culture.

Take advantage of PartSmart's free trial download at [www.innovativelogic.com](http://www.innovativelogic.com). PartSmart is available in Professional and Enterprise editions to suit the respective needs of small business aftermarket parts manufacturers or large enterprise customers.

## Mapping Services

Innovative Logic's Mapping Services Team provides fast, flexible and affordable turnaround of mapped data. With a full suite of in-house tools and hundreds of projects completed, our mapping staff is skilled at overcoming obstacles that typically occur with parts mapping projects.

---

*Innovative Logic provides exceptional support. The staff makes themselves available even during non-business hours. Their response time is extraordinary.*

Ann Risher, Catalog Writer  
Maremont Exhaust Products

---

Along with your mapped files, Innovative Logic always includes a selection of files and reports clearly detailing such issues as Overlaps/Counterman Errors and any "unmappable" records or details. We handle ACES/AIAA Legacy, Activant/CCI TRIAD, Wrenchhead/ProfitPro, NAPA, EDI, PIES and more.

---

*Thanks to Innovative Logic, I got 14 different catalogs to the printer and distributed over 300,000 copies within the first four months of this year ... obviously these short production cycles provide us with an incredible competitive advantage.*

Monty Jinks, Catalog Manager    Filter Products (AM/MKT7)  
Robert Bosch LLC

---

If you have your own custom mapping format, we will convert your files for you, or provide you with the products to do it yourself.

## Customization Services

Qualified engineering and development resources are a scarce commodity. Time to market is critical. Innovative Logic's Software Customization Services Team provides immediate expertise and project management to ensure your custom development projects meet deadline and budget targets.

Regardless of the size and scope of your project, we apply the latest software technologies and follow a disciplined approach utilizing focused project management to ensure quality and consistency.

## Free Validation Services

For NAPA or ACES files, Innovative Logic's Validation Service confirms that your mapped files are accurate, without errors and ready for distribution. And it's free!

## Contact Innovative Logic

To get your product information management project started, call Innovative Logic today at 1-613-284-0647 or email [info@innovativelogic.com](mailto:info@innovativelogic.com).

Visit [www.innovativelogic.com](http://www.innovativelogic.com) for more information on our product and services offerings.