



Data Feed and Data Automation (Introductory Guide)

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Revision:	1
Date:	15th December 2005

Data Feed and Data Automation Introductory Guide

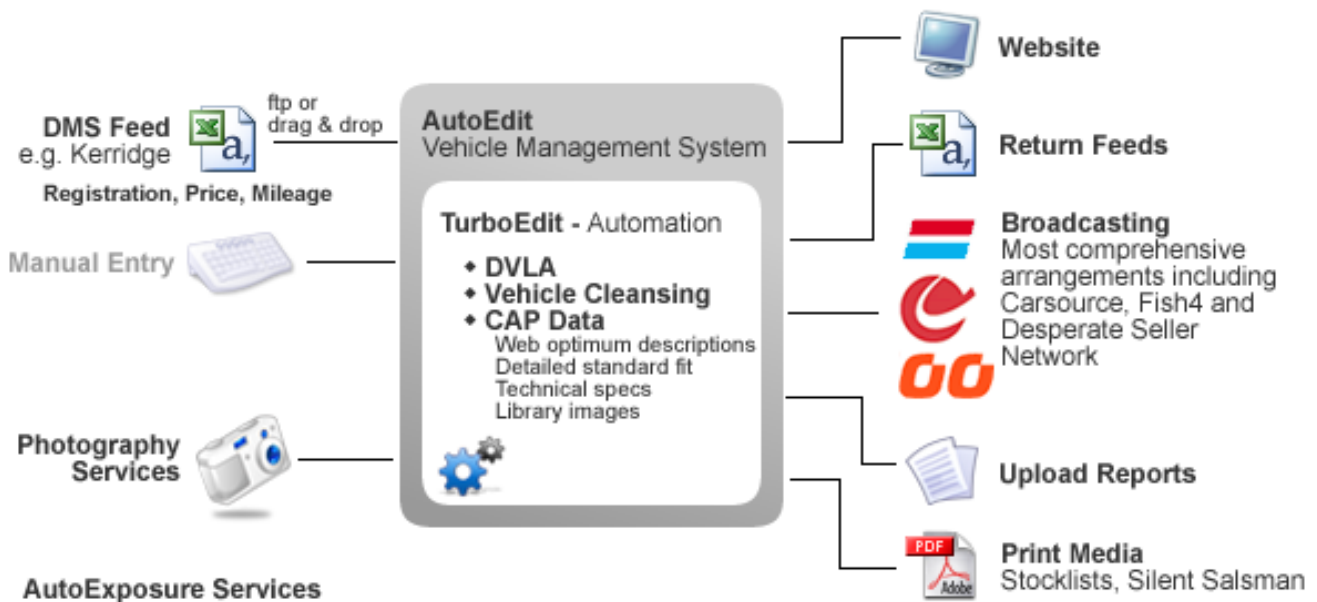
This guide is designed as an introduction for dealerships who are considering uploading data into the AutoExposure system by way of a data feed. For more information please refer to the main **Data Feed and Data Automation Guide** and **TurboEdit Data Feed Specification**.

Definition of a Data Feed

A data feed is scenario where vehicle information is fed via a DMS, for example Kerridge, as opposed to entered manually via a web interface. Data feeds are typically used in conjunction with a CAP license and data automation to provide a clean, detailed and complete data from only a Registration, Price and Mileage being provided.

Understanding the Process

The service and process is possibly best understood diagrammatically.



It is important to note that this is the general flow. Data feeders may opt to not subscribe to data licensing and therefore have to send detailed data or complete every vehicle manually.

Benefits of Setting up a Data Feed

Data feeds eliminate the need to maintain multiple sets of data. This does not only save a vast amount of resources, but also ensures data consistency. This can overcome wider reaching implications such as compliance with Trading Standards on the web.

Dealerships who maintain a DMS are strongly advised to setup a data feed.

Benefits of Data Automation

DMS's typically provide a dealership with the tools to run their business but fall short of providing data consistent and complete enough for the web. Data automation eliminates these issues and



manual entry time. Data automation also opens opportunity of much more detailed descriptions which would otherwise be impractical to obtain by hand.

Available Data Licenses

License	Notes	Standard
DVLA & CAP Make Model Data	Returns V5 / V6 level information such as make, model, colour, registration date, and number registered keepers	*
CAP Standard Fit	Returns a web optimum description such as central locking, alloy wheels, etc, and a longer more detailed manufacturer specific description such as 16" TWS Alloy Wheels, Blaupunkt RDS Radio Cassette, etc.	
CAP Technical Spec	Returns detail technical, performance and safety specs such as 0 – 60, top speeds, mpg, NCAP ratings, etc.	
CAP Image	Attaches an image from a comprehensive set of library photos	

*DVLA level information is included as part of most standard agreements.

Most data feed users are strongly advised to subscribe to CAP standard fit due to the quality and completeness of data returned by their DMS.

Please visit www.autoedit.co.uk for examples and contact the office for more information regarding licensing on 0870 3600311.

Data Automation Imperfections

It is important to note that data automation is not perfect. DVLA lookup is prone to fail if a registration is too recent, i.e. pre-reg, and CAP descriptions where the vehicle is either a very new or very old model.

Typical stats for used vehicles between 6 month and 4 years old are:

DVLA: 99%

CAP Standard Fit descriptions: 85 - 90%

CAP description quality and completeness can vary between manufacturers.

Data Feed Format

The import system is flexible. Feed_ID, Registration, Price and Mileage are the only required fields. Two file formats are supported;

- TurboEdit
- DMS12 (AutoTrader multi photo format)

The TurboEdit is the most flexible and recommended format. The DMS12 is made available to provide existing users of this format an easy way to import data. Our version includes a couple of enhancements to improve photo handling and accommodate CAP data, but it can be also used in the original format.

For more information please refer to the **TurboEdit Data Feed Specification**.



Tools to Help Manage Data

There are a few tools available to help the data feed administrator and other staff:

- Upload Reports and Logs
- Vehicle Status Folders
- Photography Update Sheet
- Photo Archive Tools

Upload Reports and Logs

The system generates two types of report to help the data feed administrator

- Upload Logs
- Upload Reports

The upload log is a basic text file which details the number of vehicles added, deleted and modified. The file also details import failures due to invalid file formats or record duplication.

Upload Reports summarise import actions and can help in the management of data. Useful feedback includes DVLA, Full Description, and Technical Spec level data retrieval success and Folder destination (See below).

Vehicle Status Folders

Vehicle status folders enable newly added data to be separated from the bulk of your stock. Specific folders can also be held from being published to the web either for verification purposes or to hold incomplete records from your website.

Folder destinations can be tuned based on the level of data completion, so you can hold incomplete data for manual amendment whilst publishing complete records straight to the web.

It is highly recommended that all data is reviewed before publishing to the web as a Trading Standards precaution.

Photography Update Sheet

The AutoEdit system generates a Photography Update Sheet to assist in the collation of photos.

A description list provides assistance in cases where vehicle identification is easy, or the person is knowledgeable about stock locations.

A registration list enables someone to walk up and down lines of stock and identify vehicles by cross referencing. This is not nearly as time consuming as it sounds, and can help in cases where identification is not easy or a lot of photos need be taken.

Another possible method of photo collation is to place a small sticker on the windscreen when a photo is taken. Vehicles missing a sticker require a photo to be taken.



Photo Archive Tools

Tools are available to help users remove, rename and associate vehicles from the Photo Archive. These tools can be of particular use where association failed due to typing errors. Please see below for more information regarding photos and the archive.

Obtaining and Uploading Photos

There are two ways photos can be obtained for your website

- Self photography
- Weekly photography service

AutoExposure also offer a photography enhancing service where vehicles are removed from their undesirable surroundings and placed on a natural but aesthetically pleasing background.

Photos are automatically associated with vehicles on upload. Photos which can not be associated are placed in a photo archive and are then automatically associated with a vehicle as and when it becomes available.

In cases where photos cannot be associated due to inaccurate labelling they can be manually mapped to vehicles through the photo archive tool (See above).

Contacts

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