



First Brands Increases Competitive Advantage, Realizes Cost Savings, and Delivers Product Images into Sales Channels with Speed and Accuracy using Visual SKUs Amplify

About First Brands

First Brands Group™ is a global automotive parts company that develops, markets and sells premium products through a portfolio of market-leading brands including: Raybestos® complete brake solutions, Centric® Parts replacement brake components, StopTech® performance brakes, FRAM® filtration products, Luber-finer® filtration products, TRICO® wiper blades, ANCO® wiper blades, Pylon® wiper blades, Carter® fuel and water pumps, Autolite® spark plugs, and StrongArm® lift supports. The First Brands Group™ portfolio of world-class brands offers best-in-class technology, industry-leading engineering capabilities and superior customer service.



First Brands' Challenges

Over the past several years First Brands has grown its business through acquiring leading brands in categories like brake, filtration, wipers, and fuel. This posed many challenges to First Brands including:

- The existing digital assets of the newly acquired businesses need to be reviewed, sorted, managed, and centralized.
- Parts in all business units that are missing product images need to be photographed and their still and 360 images produced.
- Digital assets and data must be accurate, and industry-compliant across brands and business units.
- First Brands users, which are distributed globally and across many businesses and departments, need 24/7 access to digital assets.
- The digital assets need to be cataloged in standard structure that is efficient for all First Brands businesses.
- Digital assets need to be formatted and distributed to all internal websites and sales channels, customers, and marketplaces as quickly and accurately as possible.
- Systems and processes for the management and delivering of digital assets needs to be cost effective and resource efficient.

Visual SKUs Amplify, industry-leading image production and digital asset management system, is a strategic tool powering First Brands' growth, product image production and data distribution, data accuracy, cost reduction, and sales growth



David Logan, Content Director at First Brands Group, commented:

“Over the years Amplify has become a mission-critical application for us. It allows us to import

digital assets of newly acquired businesses quickly, to efficiently manage all our digital assets across brands, departments, and global users, and to distribute product images with a fraction of the resources and cost associated with traditional processes.”

“We now have centralized digital assets, happy and productive users, and satisfied customers who get accurate digital assets delivered to them in the exact format and method they require. First Brands does all of this with a small, effective team, and we are able to send industry-compliant digital assets into our sales channels more than twice as fast with Amplify.”

“Amplify is truly an application we could not do without; it is that fundamental to First Brands' growth plans and strategic goals. I could not recommend Amplify and their team more, a robust and flexible DAM system supported by a world class team, you cannot ask for more than that.”



Overview

Visual SKUs image production and digital asset management system has played a pivotal role in First Brands businesses for over 10 years producing high-quality product images, efficiently managing and sharing of digital assets across the entire organization, and automating the process of formatting, naming, and delivering accurate product images into sales channels.

About David Logan

David Logan, Content Director for First Brands Group, is responsible for producing, managing, and distributing data for all First Brands business units including industry compliant ACES and PIES data, and digital assets. He is focused on getting industry compliant data from product to marketplace as quickly, accurately, and efficiently as possible. David believes that accurate product data is critical to a company's growth and without good content management, companies experience inefficiencies, lost sales, and miss opportunities for growth. David is a life-long car enthusiast that began his 25+ year career in the automotive aftermarket as a shop technician then moving into product planning, marketing, and content management positions.

Amplify Delivers First Brands Outstanding Return on Investment

Amplify has helped First Brands Group realize quantifiable product image production and digital asset management and distribution results.



Retailer Fines are No Longer a Concern

Some large Aftermarket retailers levy substantial fines on their suppliers if they do not provide product images that cover all parts sold through their channels. Since implementing Amplify, First Brands has not had any fines, potentially saving 10s if not 100s of thousands of dollars.



Amplify Saves Hundreds of Thousands in Resource Costs Annually

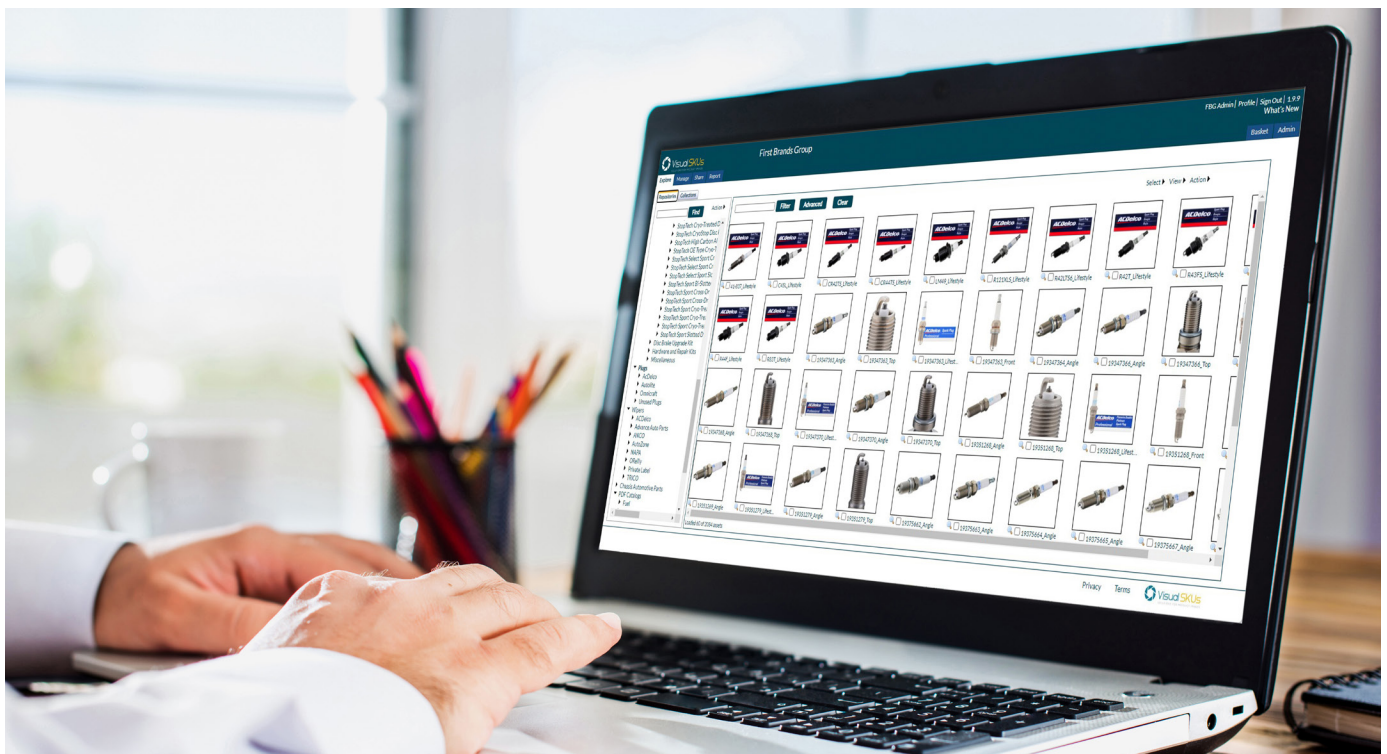
If First Brands was to use human resources only to produce product images, organize all digital assets from all business units and departments, and format and distribute images to sales channels, they would need 5 or 6 additional full-time resources (2 or 3 for image format and distribution, 1 for importing and managing digital assets, and another 2 to manage the connectivity between users, businesses, and departments).



Time-to-Market for Digital Assets is 200% Faster

First Brands estimates that with Amplify they get their digital assets into their sales channels at least twice as fast when compared to a manual process. They are now generating sales from existing and new products two times faster.

In total, First Brands estimates that Amplify saves them over \$300k annually when factoring in salaries, benefits and management. This represents an incredible ROI when compared to the subscription cost of Amplify.



How Amplify Addresses First Brands' Challenges

Centralize Digital Assets Across Business Units and Departments

One of First Brands' key initiatives is to centralize all digital assets across all business units, brands, and departments - still images, 360 degree product images, PDFs for marketing, brand logos, hero images, and specialized marketing material.

First Brands users from product, content, web, sales, marketing, engineering, manufacturing, and logistics access Amplify as their one and only centralized repository for digital assets.

Digital Asset Integration and Production for Newly Acquired Businesses

Each time First Brands acquires a business, First Brands must gather all the existing digital assets, and upload them into repositories in Amplify.

Parts that do not have images are shipped to First Brands' in-house product photography studio. Amplify is used to produce consistent high-quality images of these parts.

With Amplify, First Brands can store, organize, share, and distribute newly acquired businesses' digital assets quickly and easily. They can also produce product images quickly and efficiently with Amplify's image production functionality decreasing the time from camera lens to sales channels.

Robust and Flexible DAM System

First Brands David Logan describes Amplify as 'robust and flexible' with functionality to:

- Create repositories for organizing and structuring digital assets tailored to the unique needs of First

Brands' business units. This flexibility has optimized the speed and ease users can search for assets.

- Importing and adding digital assets into the system quickly and easily.
- Automate the time-consuming and resource-intensive process of distributing digital assets to customers and marketplaces. Once profiles are set up in Amplify for each customer with their specific image formatting requirements - file type, image size, file naming convention, distribution method etc. - product image distribution can be scheduled and is fully automated.
- Users can search for single, or groups of assets, based on detailed criteria. These assets will be formatted by the system (file type, image size, naming etc.) and can be emailed to co-workers or customers. This allows First Brands users to satisfy ad hoc requests simply and quickly.
- In the Aftermarket most product image 'receivers' have their own unique requirements for how they need the files named, sized, and formatted. There could be hundreds of variations of a single image to satisfy all receiver requirements. In Amplify, First Brands only stores the master version of their product images. When images need to be sent to customers or internal websites, Amplify formats, names, and delivers them according to each receivers' unique requirements. This eliminates the needs to create, store, and manage multiple versions of the same digital assets.
- Amplify tracks all 'net changes' to the images. When images, or any data related to images is added, changed, or deleted only the images and data will be resent to the appropriate receivers. This saves significant resource time and therefore cost.

How Amplify Addresses First Brands' Challenges (Cont'd)

Achieve Strategic Business Goals

1. Delivering Assets to Sales Channels

First Brand strategic goals is to get industry compliant data for all their parts into marketplaces as soon as possible so they can 1) keep their customers happy, 2) begin to generate sales as quickly as possible, and 3) gain a competitive advantage.

Prior to Amplify, getting product images and other assets into sales channels was a big problem for First Brands.

With Amplify, the entire process of sending digital assets (to FTP servers, links, or direct integration) is automated, and many times faster when compared to a manual process.

2. Ensuring Accurate, Industry Compliant Data

The process of creating accurate, industry-compliant data is extremely important to First Brands. Most Aftermarket businesses address the 'accuracy' piece by assigning people to the process of ensuring that data and images are accurate. This is expensive and susceptible to human error.

First Brands uses Amplify to format and rename all product images according to the customer specifications. This process ensures 100% accuracy and industry and customer specification compliance.

3. Hosting Digital Assets, Generating Links, and Taking Advantage of a Cloud-based System

A long-term goal of First Brands is to host all their digital assets in Amplify. The system allows links to be generated for each digital asset and sent to customers and used by internal websites for image display. Hosting digital assets in Amplify is an efficient and cost-effective solution for First Brands.

First Brands is a global company with businesses around the world. Amplify is a cloud-based system. This allows users globally to access digital assets and to utilize Amplify's functionality 24/7.

User Adoption of Amplify

New users from businesses acquired by First Brands are excited when they use Amplify as it is a major upgrade from what they used before to manage and share digital assets. Other tools offer limited functionality when compared to the power of Amplify.

Users report that the system is easy to use, intuitive, and the functionality makes finding and sharing assets, both internally and externally, simple and quick.

Competitive Advantage

First Brands has deeply rooted Amplify into their marketing, content production, and image distribution process. Amplify is a competitive advantage for First Brands:

- The process of introducing new parts with accurate data and images allows First Brands to move faster than its competition, realizing sales and establishing market position quicker.
- First Brands customers (i.e., retailers) are happy when they receive high-quality product images and accurate data on new parts quickly.
- The formatting and renaming automation features in Amplify allow customers to receive product images that are formatted to their exact specifications.

Amplify's Impact on First Brands' Business

Amplify is a mission critical system impacting many different areas of First Brands' business.

Integrating Acquired Business' Digital Assets

Amplify has made the process of integrating new business' digital assets fast and efficient, utilizing minimal resources and allowing First Brands to realize ecommerce sales quickly.

Ensuring Data Accuracy and Standardization

Amplify plays a key role in First Brands ensuring that all images are delivered according to customers exact specifications, and PIES image-related data is distributed along with the digital assets.

Producing Still and 360/3D Product Images

Amplify manages all aspects of First Brands image production process including project management, part tracking, photography, image editing, image review and approval, and integration with Amplify's DAM system. First Brands' image creation process is now efficient, fast, and cost-effective.

Connecting Departments and Functions

With Amplify's centralized cloud-based system, users across departments and businesses have access to a standardized and structured digital asset library. This provides users the tangible benefits of efficient accessibility, and intangible benefits of job satisfaction and community/team building.

Increasing User and Customer Satisfaction

First brand users find Amplify to be a powerful, intuitive, easy to use, and feature-rich system. Overall user adoption has been smooth and positive. First Brands customers are also very happy because the digital asset content is sent to them in their specific format quickly.

Maximizing Competitive Advantage

First Brands views speed to market as one of its strongest competitive advantages. Amplify plays a key role in getting digital assets in the hands of sales First Brands' partners before their competitors.

Driving Sales Growth

Amplify allows First Brands to distribute assets to all sales channels fast, driving ecommerce sales. Getting part data into sales channels fast eliminates 'lost sales' due to missing data.

Minimizing Time-To-Market for Digital Assets

First Brands is committed to having data for all parts to their customers and marketplaces as quickly as possible. Amplify's automated image delivery functionality translates into higher sales for First Brands.

Minimizing Product Returns

Amplify allows First Brands to quickly deliver accurate, high quality product images throughout their distribution channels, facilitating the sale of the right part, the first time. This helps significantly to lower the cost of product returns.

Reducing Costs and Reallocating Resources

Amplify allows First Brands to manage all digital assets for all business units with a small number of resources. This represents a significant resource cost savings. The added benefit is that these resources can be utilized on other tasks and initiatives that help the company grow.