

RENAULT UK LTD - DMS DATA INTERFACE DESCRIPTIONS

INTERFACE	PINWORD DATA TYPE/DESCRIPTION	DIRECTION OF INTERFACE	RENAULT UK DESCRIPTION	WHAT WE DO WITH IT, WHAT IS THE PURPOSE FOR USING THE DATA	WHERE IS IT STORED	WHO DO WE SHARE IT WITH
Parts Price Updates	Parts Data	RUK to DMS	Renault master part file updates sent from Renault to the dealers TDFA PC. The DMS retrieves the parts update file and applies the updates to the DMS parts master file.	N/A	N/A	Dealers
Parts Stock Order	Parts Data	DMS to RUK	DMSs produced parts stock order replenishment file that is sent via the TDFA PC to Renault and delivered to the central parts systems	Place orders for the dealer in our central parts system SIGMPR.	Renault AS400 (mainframe) so short time after processing for recovery purposes and then deleted.	
SAR files	Parts Data	DMS to RUK, and direct to Merkle	Trade sales out from the dealer. For Trade partner dealers, a daily SAR file is sent directly to Merkle, plus a standard monthly version to Renault. Daily file is used to drive to Trade partner system Merkle run for Renault aftersales.	Driving trade parts sales, reporting against targets, bonus calculations. Will contain a trade partner identification number. Monthly files sent to Renault Paris for central reporting purposes.	Key data is extracted into Trade Partner database. Actual files are kept for operational purposes for a short time and then deleted.	Renault central, RUK, Merkle
Dialogys	Customer Data, Parts Data, Service Data	Dealers PC hosting dialogys and the DMS	This was a integration developed around 2005 for the purpose of saving dealers re-keying time. Suspect no longer widely used but it should be. Parts person will look up parts required for a particular job on dialogys, they could enter the customer details in dialogys at this point as well (but in practice are not likely to). The integration allows the dialoys information to be directly imported into a job card hence saving the rekeying of all the part numbers, etc.	Dealer efficiency	Remains within the dealer network, never sent to any external party.	nobody
RenaultP@rts	Customer Data, parts Data	Various interfaces both ways between RenaultP@rts Paris servers and the dealer.	Renaultp@rts was developed around 2003, trade partner are set up with accounts and can order parts directly to the dealer via this site. It contains a version of dialoys to allow trade partners to look up the parts required. Onces orders are complete, the orders are sent to the dealer. Orders will contain the trade partners account number only, no customer data as such. The DMS generates acknowlegdes for each order received and then a delivery note which are reflect to the customer on Renaultparts site so they can see status of the orders placed. DMS also sends a matrix of parts discounts so the correct pricing for the trade partner bands are displayed.	Data sent to Renault used to update the Renaultparts site.	Renaultparts central servers. Copies of files held during transfers via Renault.net/ TDFA for short periods for operational recovery purposes.	Only within Renault.

RENAULT UK LTD - DMS DATA INTERFACE DESCRIPTIONS

INTERFACE	PINWORD DATA TYPE/DESCRIPTION	DIRECTION OF INTERFACE	RENAULT UK DESCRIPTION	WHAT WE DO WITH IT, WHAT IS THE PURPOSE FOR USING THE DATA	WHERE IS IT STORED	WHO DO WE SHARE IT WITH
Family Codes	Parts Data	RUK to DMS	Reference file to update parts into the correct parts family			
PLR Parts Sales	Parts Data	DMS to RUK/Central	Report of parts sold.	This is used together with records held of parts ordered to report and predict which core stock parts a dealer is holding.	updates extracted from file and stored within Renault central systems.	
Contact Advantage	Incoming Leads	RUK's Lead Management system to CA Hub. DMS updates back to Hub.	Dealers have a choice to configure transfer of leads to the hub as automatic, manual (dealer selects) or no transfer. Once in hub, the dealer system will pick them up. Dealer system then sends updates of enquiry progress to hub, which also include dealer entered enquiries. CA hub has a suite of reports used by RUK which has been used to drive various SLA/incentive reports. A daily interface of hub updates is sent to Renault's "big data" environment.	The big data environment joins together all events that we see for a particular customer (including Renault.co.uk website event data) and builds an engagement score for each customer (many are anonymous at this stage). This big data insight is used to drive the multi million pounds of digital marketing spend that Renault supports so will be likely to result in hub customers getting high bids for online banner, facebook ads, google search word bids, and to be served content that is judged to be most likely to drive them down the purchasing funnel. Dealers that do not connect to the hub miss out on their customers getting targetted with RUK digital media budget. Hub gathered dealer visit data is also valuable to RUK generally as the next best KPI to actual sales, to judge the relative effectiveness of various digital marketing campaigns. e.g. does facebook work better than banner, video online.	Customer data gathered via the hub where we have not collected data from the customer from a different source, has had to be removed from our big data environment and will not be processed again, until dealers have implemented Renault's updated privacy policies which clearly informs customers that this type of processing is taking place. Customer can also opt out of this profiling and automated decision making by contacting Renault or link on EDMs sent to them.	CA, Merkle. Then in ID forms with various digital marketing technology platforms.

RENAULT UK LTD - DMS DATA INTERFACE DESCRIPTIONS

INTERFACE	PINWORD DATA TYPE/DESCRIPTION	DIRECTION OF INTERFACE	RENAULT UK DESCRIPTION	WHAT WE DO WITH IT, WHAT IS THE PURPOSE FOR USING THE DATA	WHERE IS IT STORED	WHO DO WE SHARE IT WITH
EDR Files	EDR Files	EDR Files	EDR is part of, or the outcome of the PGCS process. PGCS is the overall program of how Renault want aftersales jobs broken down and invoiced to customers. It includes the supply of all the reference files required to code jobs correctly for warranty, e.g. labour operations codes, labour times, fault codes, etc. The EDR files contain multiple record types that provide details on, the vehicle, the WIP/Job, the customer, the invoice(s), the intervention, labour lines, parts lines. EDR covers all workshop invoices on Renault or Dacia VINs. There is also a warranty claims payment file that is sent from Renault to the dealer, that some dealer processes that allows outstanding payments to be matched to open claims paid.	EDR data is used for many purposes; Maintain central service records of vehicle so they other dealer in Renault can see the job history, OTS status, of a Renault vehicle; Warranty claim submission. Goodwill claim submission. Customer data is feed into the Renault central customer database, marketing flags though are considered dealer marketing permissions so will not be used as consent for RUK to direct marketing to customers (but RUK may already have marketing consent from a previous contact with the customer) Analysis of fault at global level to allow any fault trends to be picked up. Customer data is used to supply aftersales customer satisfaction surveys.	Data from EDR is extracted and kept within various Renault central databases. Merkle run RUKs customer database and also receive EDR data directly to load within the local MDB.	Renault Paris, Merkle.
PGCS	Customer Data, Vehicle Data	Various, Renault to DMS.				
Minute Reporting	Customer Data, Vehicle Data	DMS to Renault	Do not believe this is used any longer. It was a specific report on jobs that had done at Renault Minute sites.	Historical report to measure Renault minute sites.	At RUK.	Renault only.
Key Reader	Diagnosis Data	From Key reader on service desk to DMS	This was a integration developed around 2005 that allow data held on customer key cards to be automatically populated into a WIP. It was never used that widely and suspect it is complete obsolete now.	N/A	N/A	N/A.