



MSX Strategic Insights

Turn parts data into pricing performance

A clearer route to parts pricing excellence

Parts pricing decisions are rarely simple. OEMs must balance competitiveness, margin, customer value and changing market conditions across a wide range of parts, vehicles and channels. Competitor parts may look comparable but differ in material, dimensions, fitment or pack structure. Comparing a single component with a bundled kit, for example, can lead to misleading conclusions and pricing decisions based on incomplete information.

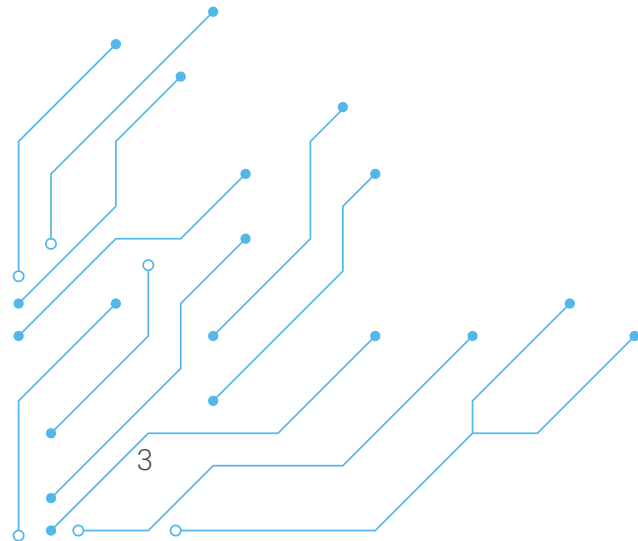
MSX Strategic Insights helps organizations build a clearer, more reliable view of the market. It combines technical part matching, competitor benchmarking and pricing analysis to support decisions across parts portfolios. By validating true part equivalency before making comparisons, Strategic Insights creates a stronger foundation for pricing reviews. It helps aftersales teams understand where they stand in the market, identify opportunities and assess the likely commercial impact of pricing changes.



From competitor data to market clarity

MSX Strategic Insights supports the full lifecycle of a pricing study, from preparing source data and defining relevant part baskets to validating comparable parts and delivering practical recommendations.

It gives pricing and aftersales teams a connected view of competitor pricing across original equipment manufacturer (OEM) and generic aftermarket channels. This means decisions can be based on validated comparisons, not catalogue references alone.



High-fidelity part matching

Validate whether parts are genuinely comparable through a structured technical review. Material specifications, dimensions, fitment characteristics and pack structures are assessed to distinguish equivalent individual parts from bundled alternatives.



Relevant part basket design

Create or refine parts baskets based on vehicle model, ownership period, total cost of ownership requirements or specific repair trends. Replacement-frequency data and automotive expertise help focus analysis on the parts that matter most.



Multi-channel market intelligence

Capture competitor pricing across relevant retail and wholesale channels, including OEM competitors and generic aftermarket suppliers.



Prescriptive pricing analysis

Use price elasticity analysis to explore how changes to individual parts, groups or portfolios may affect demand, sales volume and commercial objectives.

A structured workflow for pricing intelligence

Every market, parts portfolio and business objective is different. MSX Strategic Insights uses a structured approach that can be tailored to the categories, channels and commercial questions that matter to your organization.

» Data ingestion and preparation

Client data and competitor references are standardized to establish a clean, consistent starting point for the study.

» Basket definition and suggestion

Reference parts are selected using factors such as vehicle ownership periods, total cost of ownership requirements, repair profiles and replacement trends.

» Technical matching and validation

Each potential comparison is reviewed to validate true part equivalency before pricing analysis begins. This helps avoid comparisons that could distort the outcome.

» Multi-channel data acquisition

Teams can practice anytime, anywhere without involving customers, colleagues or trainers. This creates a safe space for repetition, reflection and continuous improvement.

» Strategic pricing insights

Econometric and price elasticity analysis are applied to validated data to identify market gaps, pricing opportunities and recommended actions.

» Multi-level delivery

Findings can be delivered in the format that works best for your team, from detailed data files and interactive dashboards to executive presentations.

See the opportunity beyond the prices

Pricing intelligence becomes more valuable when it is connected to a deeper understanding of demand. Strategic Insights can be extended with market penetration analysis to help organizations identify where opportunities may exist across regions, vehicle segments and product categories. This optional analysis can include:

- **Vehicle parc analysis:** Understand the vehicles in operation within a market or region and how the parc is evolving over time.
- **Demand assessment:** Explore the parts demand associated with vehicle age, ownership periods, repair activity and local market conditions.
- **Market penetration studies:** Assess opportunities to strengthen competitive position across selected regions, channels, part categories or customer groups.
- **Portfolio prioritization:** Focus investment and pricing activity on the vehicle segments and parts categories that are most relevant to your commercial objectives.

By combining competitive pricing data with broader market context, teams can move beyond reactive price comparisons and make more informed decisions about where to focus their effort.



Better pricing decisions. Stronger commercial control.

MSX Strategic Insights gives pricing and aftersales teams a more dependable way to turn complex parts data into practical action.

- ✓ **Improved pricing accuracy:** Validated matching ensures pricing reviews are based on genuinely comparable parts. This reduces the risk of decisions being influenced by mismatched components, specifications or pack structures.
- ✓ **Evidence-based commercial planning:** Price elasticity analysis helps teams evaluate the potential effect of pricing changes before implementation. This supports a more balanced approach to volume, revenue, margin and market competitiveness.
- ✓ **More efficient pricing operations:** A connected workflow reduces reliance on fragmented, spreadsheet-heavy processes. Standardized data preparation, technical matching and structured delivery help teams access insight more efficiently.
- ✓ **Stronger competitive positioning:** A broader view of OEM and generic aftermarket pricing helps organizations understand their position in the market and maintain a relevant proposition for customers.
- ✓ **Greater confidence across the portfolio:** Clearer information enables teams to prioritize the categories, products and market areas where pricing action can have the greatest value.

The MSX advantage

Effective automotive pricing intelligence depends on more than data collection. It requires a practical understanding of parts, repair activity, vehicle ownership and the realities of the competitive aftermarket.

MSX brings automotive expertise and a structured approach to help organizations turn pricing information into decisions that support their wider commercial goals.

»» **Deep automotive parts expertise**

A detailed understanding of parts portfolios, fitment requirements, repair patterns and the factors that influence customer choice across the aftermarket.

»» **Technical validation that goes beyond catalogue references**

A disciplined approach to assessing material, dimensions, fitment and pack structure helps establish whether parts are genuinely equivalent before pricing comparisons are made.

»» **Connected commercial insight**

Competitor benchmarking, market intelligence and pricing analysis are brought together in one workflow, giving teams a clearer view of both current position and future opportunity.

»» **Flexible delivery for different decision-makers**

Insights can be delivered as raw data, dashboards or executive-level presentations, helping technical, pricing, aftersales and leadership teams access the information they need.

»» **Continuous capability development**

MSX continues to invest in platform-enabled capabilities that support faster data processing, enhanced matching accuracy and more efficient access to pricing intelligence.



Make more informed parts pricing decisions

Gain a clearer view of competitor pricing, part equivalency and the factors that influence parts demand.

Whether you are reviewing portfolio performance, refining a pricing strategy or identifying new growth opportunities, MSX Strategic Insights can help you build a stronger foundation for commercial decision-making.

Get in touch today!



 www.msxi.com/strategic-insight/

