WESP

Data and AI for the Automotive

WESP

We Support Performance

WESP connects the entire automotive value chain — from manufacturers to workshops.
We drive collaboration, enable data-driven decisions, and strengthen loyalty through insight and transparency — creating value and powering workshop digitalization across the network.

We provide benchmark dashboards, fact-based consultancy and data-driven insights for the automotive aftermarket.
WESP developed software applications to collect, clean, standardize and enrich retail market data for the aftermarket.

Our business intelligence tools transform heterogeneous retail data into standardized information to provide business insights, benchmarks and data driven decision making.

We serve:

- Independent and authorized workshops
- Workshop networks
- GMS Applications
- Parts manufacturers
- Wholesale & parts distributors

Why:

‘We believe in data driven decision-making’

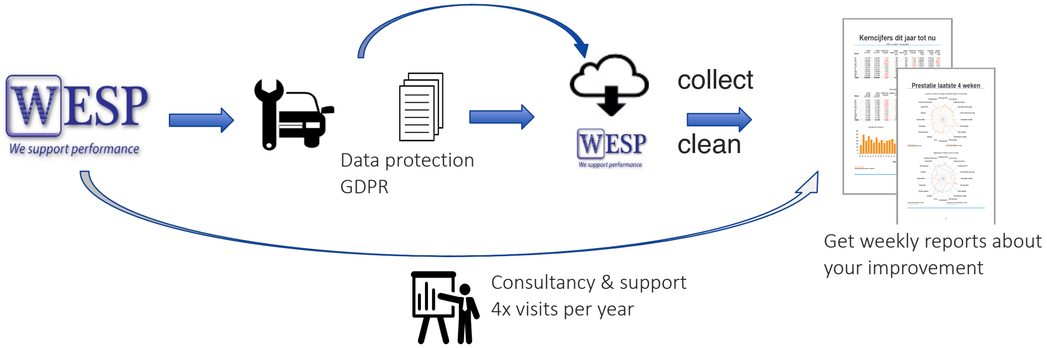
How:

‘We support the aftermarket by transforming retail data into standardized information’

automechanika FRANKFURT | WESP

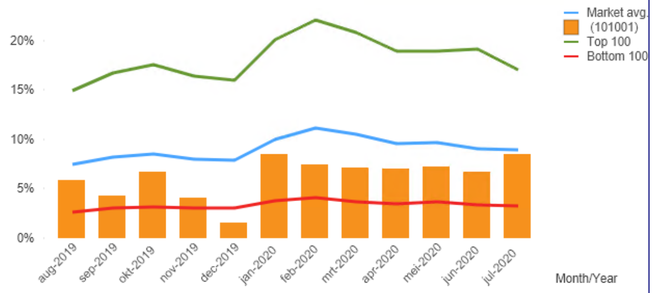
INNOVATION AWARD WINNER
DATA & CONNECTIVITY

Workshop Performance Dashboard (WPD)



No nonsense steering tool for the workshop:

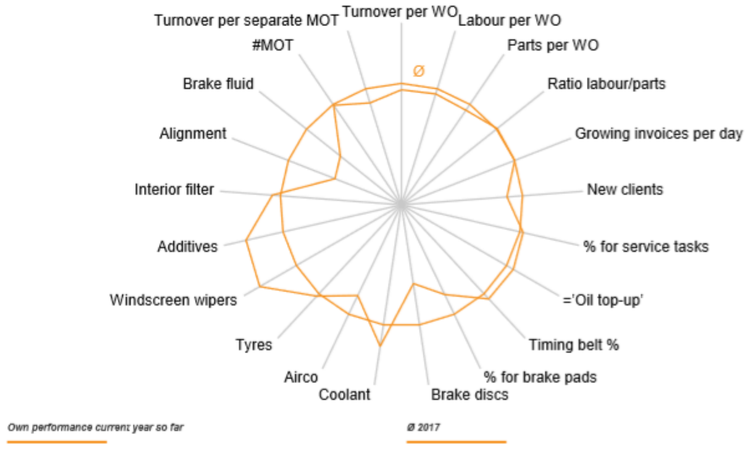
Number of cars replace wipers	XL
Windscreen wipers (10-7-2019 - 10-7-2020)	
Number of cars in file	1.690
Car with new wiper(s)	179
turnover wipers	€ 6.453
Cost of ownership per year	€ 3,82
National average	€ 6,19
Top 100	€ 12,95
% Of all cars sold wiper(s)	10,5%
National average	16,9%
Top 100	33,1%
Missed amount compared to average	-108
Missed potential relative to average	€ -4.007,68
Missed potency with respect to the top	€ -15.437,24



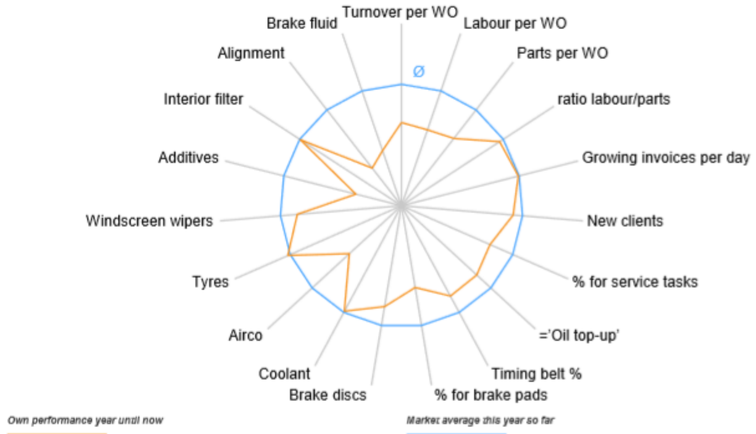
- Dynamic benchmark (car make, region, franchise, etc)
- Fact based consultancy to bring focus and optimize performance
- Proven concept; over 1500 workshops enlisted in NL / DE / BE
- Independent from DMS system & immediate history onboard
- No need to change workshop process

Compare an individual workshop performance with the market:

Performance current year so far compared to the same period in the previous last

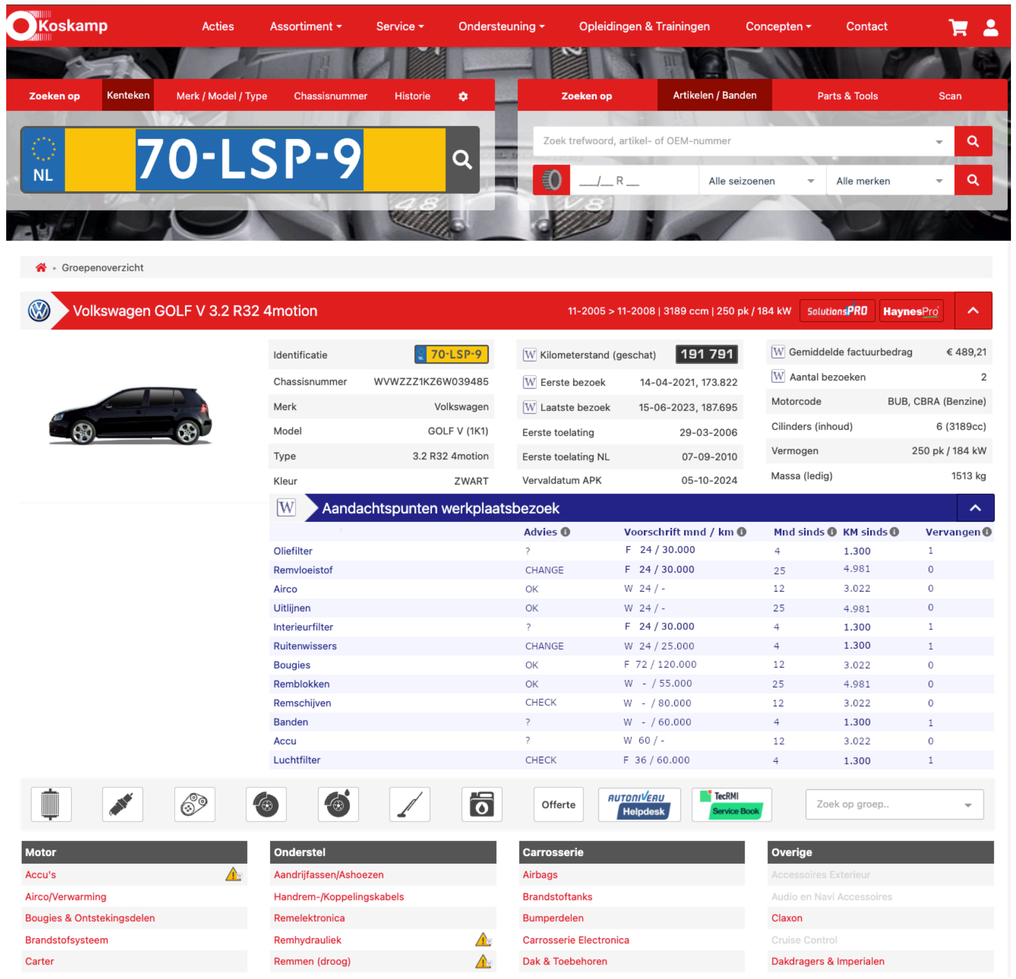


Performance compared to national this year so far



Predictive Maintenance (PRM)

API & Daily report with advice for all planned cars of the next day



API integration

17XJM2

Appointment

Customer Mr. customer (3193)
Tel. 0653489526
Email customer@gmail.com

VOLKSWAGEN, POLO

MOT 2021,10-jul
VIN WVXZZZ6RZCU049270
Expected mileage 121.915

Contact history license plate

Last contact (km)	2020,23-nov (112.617)
First contact (km)	2018,10-jul (78.189)
Tot. no. of invoices license plate	7
Margin	62%
Sales tot.	€ 2.631
Sales per inv.	€ 376

Points of attention	Advice	Prescription mnd/km		Mth since[1]	KM since[2]	Replace
Oil filter	OK	F	24/30.000	8	9.700	2
Brake fluid	CHANGE	F	24/30.000	25	30.550	1
Airco	CHANGE	W	24/-	36	43.726	0
Alignment	CHECK	W	24/-	36	43.726	0
Interior filter	CHANGE	F	24/30.000	25	30.550	1
Windscreen wipers	CHECK	W	24/25.000	36	43.726	0
Spark plugs	OK	F	48/60.000	36	43.726	0
Brake pads	OK	W	-/55.000	25	30.550	1
Brake discs	OK	W	-/80.000	36	43.726	0
Tyres	OK	W	-/60.000	36	43.726	0
Battery	OK	W	60/-	8	9.298	1
Air filter	OK	F	72/90.000	36	43.726	0

Daily pdf

Core competence of future trade:

Marketing and quality support are crucial for the wholesale to survive

Marketing support

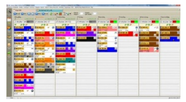
R&M / direct sales / MaaS

In vehicle data

communication

LeasePlan

Fleet



Planning & quotation

AUTOVAKMEESTER

Franchise concepts

Facilitate value
chain automation (DMS)

DMS

AI Agents

Process & quality support

Catalogue

WESP
We support performance

Business intelligence Dashboard

TecAlliance

HaynesPro®

Process & RMI data

Diagnostics

TECH 360

Workshop training program

Our fact-based consultancy can help implement your strategy and services and is not depending on a central used DMS

WESP
We support performance

Product management in times of data overflow

We need solutions to manage this

Market Insight & Customer Data
- Vehicles in Operation (VIO)
- Market demand
- Competitor analysis

Product Strategy & Development
- Vehicle Application Coverage
- Innovation
- Assortment & lifecycle management

Go-to-Market & Sales
- Pricing strategy
- Digital visibility (SEO)
- Shelf space & positioning

Supply Chain & Manufacturing
- Availability
- In-house vs. Outsourced Production
- Stock & supplier management

Performance & Analytics
- Market share
- Point-of-sale data
- Profitability & KPIs

Compliance & Sustainability
- Certification
- ESG & CO_2 impact
- Recycling & circularity

Data & Catalogue Management

- Product Information Management (PIM)
- Catalogue completeness & accuracy
- Data synchronization (TecDoc, MAM, etc.)
- Compatibility mapping (vehicle fit, cross references)

WESP
We support performance

Data access and data engineering

Chain as strong as the weakest element

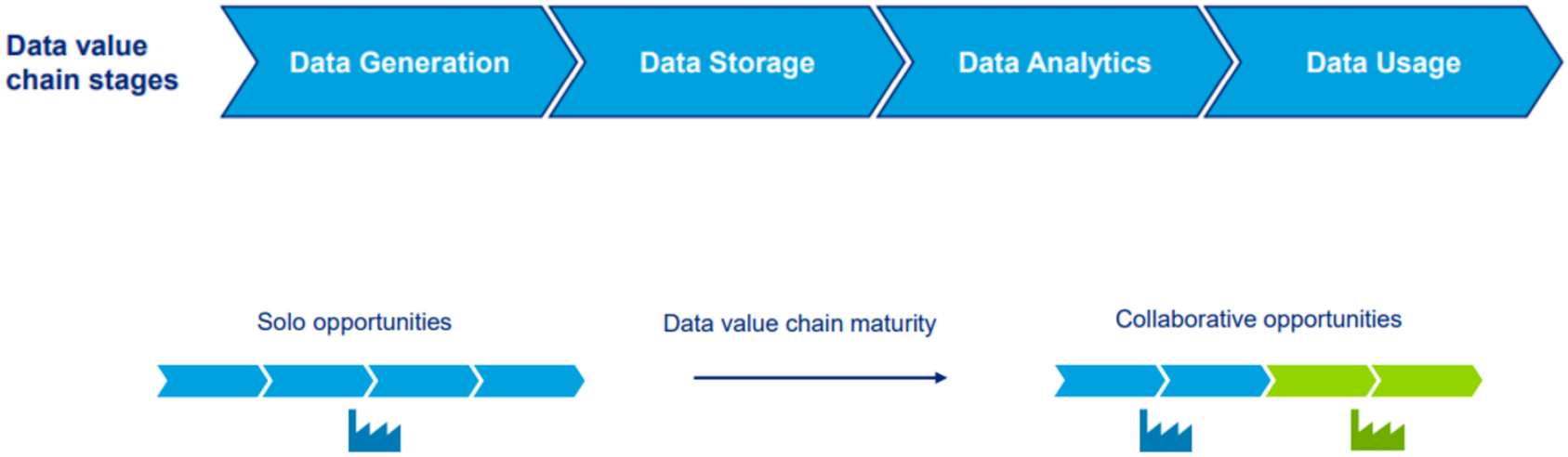
As the automotive industry digitizes, data will explode.

Data engineering is key to turning data into value.“

+ Data act

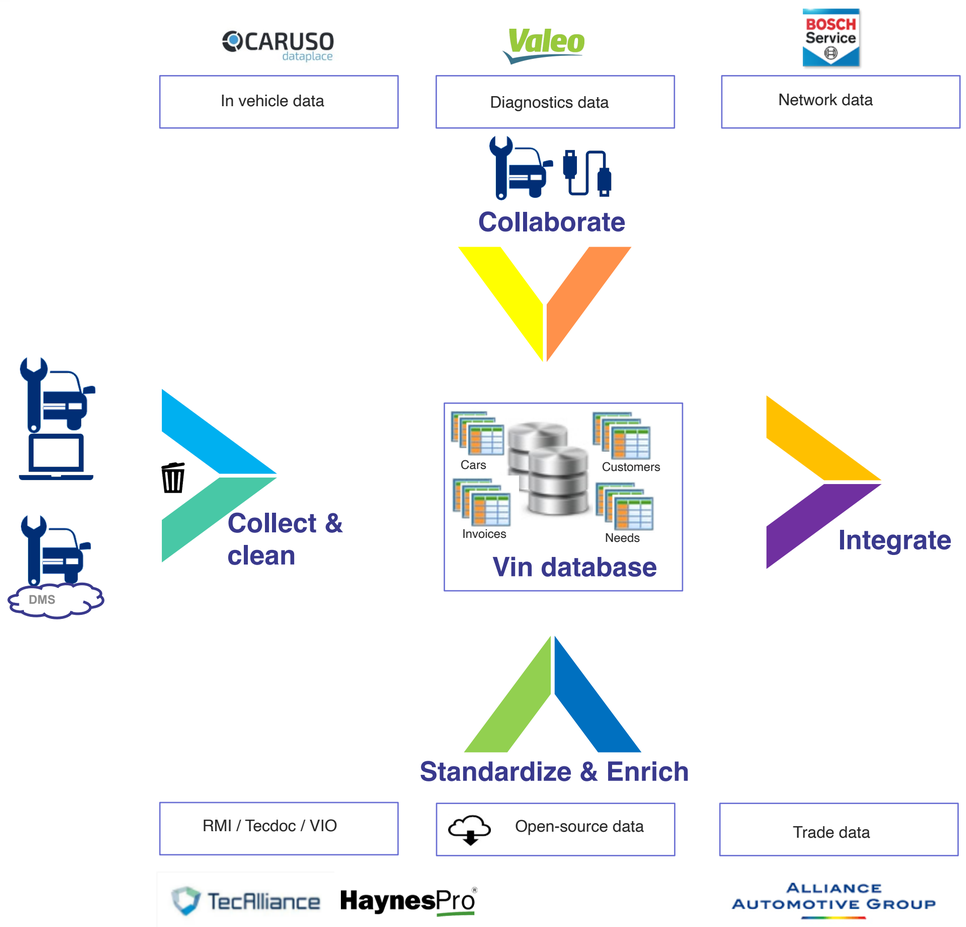
Data value chain

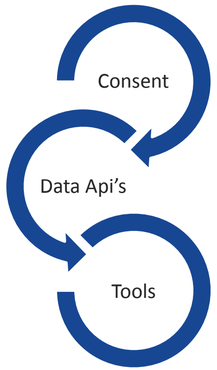
Chain as strong as the weakest element



WESP eco system for retail data

WESP tools & API data integration to support performance





Retail consultancy

To benchmark, margin improvement,
Performance optimization, retail training

Workshop Performance Dashboard (WPD)

Network management:

Analyse & benchmark network,
purchase loyalty

Network Performance Dashboard (NPD)

Sales management

Market development,
pricing, market share per country

Parts Performance Dashboard (PPD)

Marketing support

Predictive maintenance, Deep learning targeting

WESPMail, Pre-ordering,
Fact Based Labor Calculation

Predictive Maintenance (PRM)
WESPMail (WML)

Product management

Data for assortment stock &
supply chain improvement.

Total Market Calculator (TMC) /
Fact Based Replacement Rates (EU)

WESP
We support performance

2015

Scriptie prediction on spare parts

$$
\begin{aligned}
R_{g,t} &= \lambda_g[B_g(t|\tau_g) - B_g(t-1|\tau_g)] \\
&\cdot \left\{1 - \sum_{h \in S|\tau_h > \tau_g} \frac{c_{g,h}\lambda_h[B_h(t|\tau_h) - B_h(t-1|\tau_h)]}{\sum_{j \in S|\tau_j > \tau_g \vee j=g} c_{g,j}\,\lambda_j[B_j(t|\tau_j) - B_j(t-1|\tau_j)]}\right\} \\
&+ \sum_{i \in S|\tau_g > \tau_i} \lambda_i[B_i(t|\tau_i) - B_i(t-1|\tau_i)] \frac{c_{i,g}\lambda_g[B_g(t|\tau_g) - B_g(t-1|\tau_g)]}{\sum_{j \in S|\tau_j > \tau_i \vee j=i} c_{i,j}\lambda_j[B_j(t|\tau_j) - B_j(t-1|\tau_j)]} \\
&+ \delta_{3,i} \sum_{k=1}^{t} [A_i(t,k-1) - A_i(t-1,k)] R_{i,t-k} \frac{v_{i,g}\lambda_g[B_g(t|\tau_g) - B_g(t-1|\tau_g)]}{\sum_{j \in S|\tau_j > \tau_i} v_{i,j}\lambda_j[B_j(t|\tau_j) - B_j(t-1|\tau_j)]} \\
&+ \sum_{p \in P_g} \frac{\gamma_{p,g}}{|V_{g,p}|} \left(D^{01}_{p,t} \left\{ \sum_{v \in V_{g,p}} \lambda_g b_g(t+v|\tau_g) \left[1 - \sum_{h \in S|\tau_h > \tau_g} \frac{c_{g,h}\lambda_h b_h(t+v|\tau_h)}{\sum_{j \in S|\tau_j > \tau_g \vee j=g} c_{g,j}\,\lambda_j b_j(t+v|\tau_j)}\right] \right.\right. \\
&\quad + \sum_{i \in S|\tau_g > \tau_i} \lambda_i b_i(t+v|\tau_i) \frac{c_{i,g}\lambda_g b_g(t+v|\tau_g)}{\sum_{j \in S|\tau_j > \tau_i \vee j=i} c_{i,j}\lambda_j b_j(t+v|\tau_j)} \\
&\quad \left.\left. + \delta_{3,i} \sum_{k=1}^{t+v} a_i(t+v,k) R_{i,t+v-k} \frac{v_{i,g}\lambda_g b_g(t+v|\tau_g)}{\sum_{j \in S|\tau_j > \tau_i} v_{i,j}\lambda_j b_j(t+v|\tau_j)} \right\} \right. \\
&\quad - D^{vv}_{p,t} \left\{ \lambda_g b_g(t|\tau_g) \left[1 - \sum_{h \in S|\tau_h > \tau_g} \frac{c_{g,h}\lambda_h b_h(t|\tau_h)}{\sum_{j \in S|\tau_j > \tau_g \vee j=g} c_{g,j}\,\lambda_j b_j(t|\tau_j)}\right] \right. \\
&\quad + \sum_{i \in S|\tau_g > \tau_i} \lambda_i b_i(t|\tau_i) \frac{c_{i,g}\lambda_g b_g(t|\tau_g)}{\sum_{j \in S|\tau_j > \tau_i \vee j=i} c_{i,j}\lambda_j b_j(t|\tau_j)} \\
&\quad \left.\left. + \delta_{3,i} \sum_{k=1}^{t} a_i(t,k) R_{i,t-k} \frac{v_{i,g}\lambda_g b_g(t|\tau_g)}{\sum_{j \in S|\tau_j > \tau_i} v_{i,j}\lambda_j b_j(t|\tau_j)} \right\} \right) + \varepsilon_{g,t}.
\end{aligned}
$$

🔧 Key Drivers of Part Replacement

- **Active vehicle count** – More cars = more parts needed
- **Lifespan** – Wear based on time, usage
- **Sales diffusion** – Driven by early adopters & imitators
- **User behavior** – Varies by owner and mileage
- **Ownership shifts** – Vehicles change hands, usage changes
- **Seasonality** – Maintenance peaks by season
- **Residual value** – Cheaper cars → cheaper parts
- **Market choice** – Affected by price & availability
- **Repeat cycles** – Some parts wear out again
- **Data quality** – Good data = better forecasts

Stages of AI-agents development

But there are risks

Perception

Multi-modal fusion:

- Camera
- Text
- Audio
- Sensors

Cognition

Memory → Decision making

Knowledge Base → Decision making

Explain output

Action

Executing Tasks:

- Physical actions in real-world
- Monitor

WESP
We support performance

Bias in Bias out

It’s the data engineering that counts

- Data cleansing
- Input sanitization
- Bias masking
- Sensitive feature filtering

Best AI Tools You Should Know and Use in 2025

AI large language models

Claude
deepseek
Gemini

Generative AI for audio & music

kits.ai
IIElevenLabs
Adobe Podcast
udio

AI writing tools

QuillBot
Jasper
grammarly
ahrefs
Canvas

Coding & project management

CURSOR
ClickUp Brain
codeium
GitHub Copilot

Knowledge work AI

V7
clay
Hebbia
Harvey
glean

Productivity and everyday tasks

Notion AI
granola
perplexity

AI tools for image & video

DALL·E
TOPAZ LABS
KREA
runway
Stable Diffusion
Midjourney

Customer service and chatbots

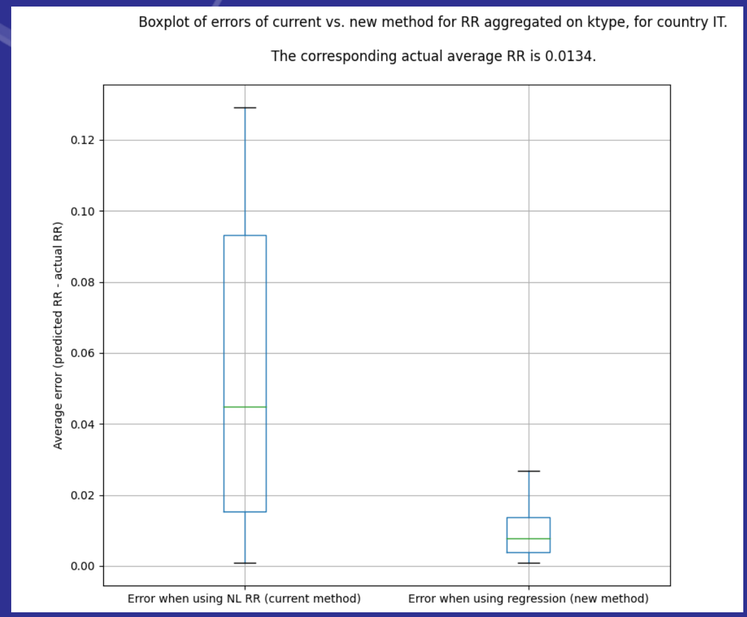
Chatbase
TIDIO
Fin

Machine learning

We use machine learning models to optimise the market calculations

ML Model:

- Use FBRR region data to train the model
- Research on key drivers for RR per Genart
- Add country specific datapoints (o.a temp / road condition / consumer spending)
- Developed a regression model per K-type / Genart combination
- 50% reduction error margins



	country	genart	ktype	Total Unique Cars Seen with Replacement	Total Unique Cars Seen with Vehicle Fit	RR per ktype genart country	GDP	temp	percip	accident	driven_km	road_quality	unemployment_rate	consumer_spending	NL RR for same ktype genart country combination	predictions	Error when using NL RR (current method)	Error when using regression (new method)
0	BE	447	32885	2	319	0.006270	50598	10.47	847	37699	14032	4.4	5.5	59175	0.009970	0.006196	0.003700	0.000074
1	BE	447	107747	1	494	0.002024	50598	10.47	847	37699	14032	4.4	5.5	59175	0.003227	0.002266	0.001202	0.000241
2	EN	686	28235	13	312	0.041667	47318	9.38	1220	123212	11840	4.9	4.3	407257	0.176532	0.066671	0.134865	0.025004
3	EN	686	126554	22	488	0.045082	47318	9.38	1220	123212	11840	4.9	4.3	407257	0.271403	0.120375	0.226321	0.075293
4	BE	82	19045	13	255	0.050980	50598	10.47	847	37699	14032	4.4	5.5	59175	0.067882	0.056557	0.016901	0.005577

50% reduction on error margins

Predict unknown k-types

Predict regions without data source

WESP
We support performance

Fact Based Replacement Rate API

Total Market Calculation including sell out of cross reference numbers

TMC Result

for **"82 - Brake Disc"**

Number of parts sold	Sample size (All cars visited with fit)	VIO (Vehicles in operation)	TMC (Calculated total market)
286.467	**1.773.751**	**322.591.467**	**52.099.651**

Total Europe	Finland	Lithuania	Serbia
Austria	France	Luxembourg	Slovakia
Belgium	Germany	Macedonia	Slovenia
Bosnia-Hercegovina	Greece	Montenegro	Spain
Bulgaria	Iceland	Netherlands	Sweden
Croatia	Ireland	Norway	Switzerland
Czech-Republic	Israel	Poland	Turkey
Denmark	Italy	Portugal	Ukraine
Estonia	Latvia	Romania	United Kingdom

Fact Based Replacement Rate : 7,43%

API integration

Fact Based Replacement Rate Ignition Coil

Based on actual invoices of workshops (sample size 1.640.314 cars)

Weighted average replacement rate by production year (class 5 years):

Average production year	EU	DE	FR	GB	ES	IT	NL	BE	AT	CZ	DK	FI	GR	HU	IS	IE	NO	PL	PT	RO	SK	SE	CH
Total	**1,126%**	**1,508%**	**1,055%**	**1,037%**	**1,048%**	**0,930%**	**1,5112%**	**0,895%**	**1,194%**	**1,068%**	**1,005%**	**1,144%**	**1,091%**	**1,195%**	**0,737%**	**0,979%**	**0,862%**	**1,201%**	**1,082%**	**1,229%**	**1,107%**	**1,146%**	**1,230%**
1990 <= x < 1995	0,022%	0,079%	0,006%	0,039%	0,008%	0,006%	0,7768%	0,069%	0,060%	0,005%	0,004%	0,020%	0,002%	0,006%	0,057%	0,048%	0,287%	0,015%	0,012%	0,001%	0,003%	0,277%	0,128%
1995 <= x < 2000	0,201%	0,484%	0,228%	0,245%	0,196%	0,141%	0,9823%	0,380%	0,379%	0,078%	0,217%	0,251%	0,174%	0,138%	0,096%	0,166%	0,257%	0,270%	0,222%	0,187%	0,093%	0,449%	0,251%
2000 <= x < 2005	1,502%	2,039%	1,651%	1,546%	1,576%	1,090%	2,2759%	1,793%	1,501%	1,273%	1,376%	1,796%	1,214%	1,501%	1,136%	1,696%	1,625%	1,497%	1,674%	1,475%	1,835%	2,306%	1,354%
2005 <= x < 2010	1,822%	2,390%	1,745%	1,915%	1,932%	1,453%	2,3136%	1,516%	1,695%	1,281%	1,908%	2,044%	1,983%	1,822%	1,581%	1,435%	1,708%	1,866%	1,432%	1,530%	1,492%	1,830%	1,895%
2010 <= x < 2015	2,089%	2,771%	2,438%	1,635%	1,967%	1,351%	2,7299%	1,829%	2,250%	2,689%	1,875%	1,980%	1,932%	2,308%	1,210%	1,279%	1,501%	1,867%	1,882%	2,099%	2,254%	1,657%	2,398%
2015 <= x < 2020	0,776%	0,877%	0,969%	0,726%	0,681%	0,739%	0,9263%	0,705%	0,853%	0,823%	0,797%	0,725%	0,779%	0,595%	0,515%	0,691%	0,552%	0,597%	0,671%	0,612%	0,722%	0,658%	0,807%
2020 <= x < 2025	0,435%	0,398%	0,426%	0,456%	0,838%	0,606%	0,4105%	0,142%	0,487%	0,428%	0,517%	0,182%	0,858%	0,395%	0,142%	0,879%	0,078%	0,352%	0,805%	0,753%	0,667%	0,148%	0,160%
-	0,605%	0,657%	0,563%	0,434%	0,579%	0,872%	0,7381%	0,543%	0,620%	0,598%	0,529%	0,350%	0,576%	0,568%	0,313%	0,436%	0,282%	0,678%	0,526%	0,799%	0,497%	0,394%	0,637%

Top 5 K-Types (EU) :

K-Type full description	# cars with replacement (EU)	Total Number of cars that visited the workshop (sample size) EU	FBRR EU
FIAT 500 | 200710 - / 1.4 - 1368, 100HP, 74KW	70	583	12,0069%
BMW 1 | 200709 - 201106 / 1.6 - 1599, 122HP, 90KW	50	423	11,8203%
PEUGEOT 308 SW I | 200709 - 201410 / 1.6 - 1598, 120HP, 88KW	93	914	10,1751%
PEUGEOT 3008 I | 200906 - 201608 / 1.6 - 1598, 120HP, 88KW	92	921	9,9891%
BMW 3 Touring | 200705 - 201205 / 2.0 - 1995, 143HP, 105KW	65	681	9,5448%

Sales Coverage Ignition Coil

Based on actual invoices of workshops (sample size 1.640.314 cars)

Product group: Ignition Coil
Total Euroean Market in units sold : 5.044.337 pcs
GenArtNr : 689
Market selected: Europe
Including 40.898 IAM and OE cross reference numbers
Fact Based Replacement rate of the product group: 1,126%

Sales coverage versus VIO coverage :

Article manufacturer name	VIO coverage TecDoc Manufacturer (EU)	VIO coverage TecDoc Total market (EU)	VIO Coverage TecDoc	Rank VIO coverage	Market potential in units sold (EU)	Total market potential in units sold (EU)	Sales potential in units sold (EU)	Sales Coverage In units sold (EU)	Rank Sales Coverage
Total	**181.077.733**	**181.077.733**	**100,00%**			**5.044.337**			
NGK	164.808.480	181.077.733	91,02%	2	4.817.470	5.044.337	226.866	95,5%	10
WILMINK GROUP	169.582.025	181.077.733	93,65%	1	4.961.352	5.044.337	82.985	98,4%	1
BORGWARNER (BERU)	161.059.747	181.077.733	88,95%	3	4.859.633	5.044.337	184.704	96,3%	6
LUCAS	160.365.792	181.077.733	88,56%	4	4.869.537	5.044.337	174.800	96,5%	4
LEMARK	160.279.202	181.077.733	88,51%	5	4.870.397	5.044.337	173.940	96,6%	3
ERA	160.236.476	181.077.733	88,49%	6	4.873.282	5.044.337	171.054	96,6%	2

Examples of missing sales potential per K-type for : NGK

K-type full description	Additional Sales Potential in units sold (EU)
VW SHARAN | 201807 - 202010 / 2.0 - 1968, 177HP, 130KW	8.962
MERCEDES-BENZ PAGODE | 196801 - 197103 / 2.7 - 2780, 170HP, 125KW	7.352
CHEVROLET CAPTIVA | 200610 - / 2.0 - 1991, 150HP, 110KW	6.948
AUDI Q5 | 200811 - 201209 / 2.0 - 1968, 170HP, 125KW	5.877
PORSCHE CAYENNE | 202006 - / 4.0 - 3996, 460HP, 338KW	5.382
Total	**226.866**

Sales Coverage Ignition Coil

Based on actual invoices of workshops (sample size 1.640.314 cars)

Sales coverage versus VIO coverage :

Article manufacturer name	VIO coverage TecDoc Manufacturer (EU)	VIO coverage TecDoc Total market (EU)	VIO Coverage TecDoc	Rank VIO coverage	Market potential in units sold (EU)	Total market potential in units sold (EU)	Sales potential in units sold (EU)	Sales Coverage In units sold (EU)	Rank Sales Coverage
Total	**181.077.733**	**181.077.733**	**100,00%**			**5.044.337**			
WILMINK GROUP	169.582.025	181.077.733	93,65%	1	4.961.352	5.044.337	82.985	98,4%	1
NGK	164.808.480	181.077.733	91,02%	2	4.817.470	5.044.337	226.866	95,5%	10
BORGWARNER (BERU)	161.059.747	181.077.733	88,95%	3	4.859.633	5.044.337	184.704	96,3%	6
LUCAS	160.365.792	181.077.733	88,56%	4	4.869.537	5.044.337	174.800	96,5%	4
LEMARK	160.279.202	181.077.733	88,51%	5	4.870.397	5.044.337	173.940	96,6%	3
ERA	160.236.476	181.077.733	88,49%	6	4.873.282	5.044.337	171.054	96,6%	2
INTERMOTOR	159.810.290	181.077.733	88,26%	7	4.859.937	5.044.337	184.400	96,3%	5
EFI AUTOMOTIVE	157.876.722	181.077.733	87,19%	8	4.745.926	5.044.337	298.411	94,1%	15
DELPHI	156.244.453	181.077.733	86,29%	9	4.738.434	5.044.337	305.903	93,9%	18
CHAMPION	155.609.899	181.077.733	85,94%	10	4.711.399	5.044.337	332.938	93,4%	23
TESLA	155.233.830	181.077.733	85,73%	11	4.780.134	5.044.337	264.203	94,8%	13
MOTAQUIP	154.524.641	181.077.733	85,34%	12	4.845.234	5.044.337	199.103	96,1%	7
QUINTON HAZELL	154.480.706	181.077.733	85,31%	13	4.823.577	5.044.337	220.760	95,6%	9
BREMI	154.470.503	181.077.733	85,31%	14	4.799.167	5.044.337	245.169	95,1%	11
XEVO	153.265.715	181.077.733	84,64%	15	4.717.694	5.044.337	326.643	93,5%	21
ELTA AUTOMOTIVE	153.088.475	181.077.733	84,54%	16	4.713.755	5.044.337	330.582	93,4%	22
NTY	150.966.109	181.077.733	83,37%	17	4.797.325	5.044.337	247.012	95,1%	12
HOFFER	149.545.930	181.077.733	82,59%	18-19	4.744.032	5.044.337	300.305	94,0%	16-17
MEAT & DORIA	149.545.930	181.077.733	82,59%	18-19	4.744.032	5.044.337	300.305	94,0%	16-17
SIDAT	148.738.364	181.077.733	82,14%	20-21	4.728.981	5.044.337	315.356	93,7%	19-20
FISPA	148.738.364	181.077.733	82,14%	20-21	4.728.981	5.044.337	315.356	93,7%	19-20
RIDEX	147.964.520	181.077.733	81,71%	22	4.844.479	5.044.337	199.858	96,0%	8
METZGER AUTOTEILE	146.234.339	181.077.733	80,76%	23	4.570.168	5.044.337	474.169	90,6%	29
OSSCA	146.233.178	181.077.733	80,76%	24	4.709.508	5.044.337	334.829	93,4%	24
HELLA	145.610.771	181.077.733	80,41%	25	4.567.535	5.044.337	476.802	90,5%	30

WESP BV
Lekkerbeetjesstraat 1
5211 AL 's-Hertogenbosch
+31 (0)73 822 75 63
www.mywesp.com
info@mywesp.com

Bas Wintjes
Managing director
bas.wintjes@mywesp.com
+31(0)6 53 48 95 26

Jeroen Koopman
Head of Data solutions
jeroen.koopman@mywesp.com
+31(0)6 14 77 72 96

Marc Nederveen
Business development
marc.nederveen@mywesp.com
+31(0)6 51 30 43 82

Bas Blokker
Head of Retail support
bas.blokker@mywesp.com
+31(0)6 83 80 59 37

Micael Lopes
Business development
micael.lopes@mywesp.com
+31(0)6 21 68 72 98

WESP
We support performance