



NSD



# Agile & responsive Cross network

It has been over a year and a half since the birth of NSD: the group founded by IDIR Spa, OVAM Group and Maurelli. NSD has a combined turnover of about 210 million euros and has set itself a target of 310 million euros for 2018..

**N**SD is an agile and responsive outfit consisting of only three partners who are in direct and constant contact with all those involved in the "aftermarket" distribution chain, providing a "cross network" that creates added value and delivers services throughout Italy at a horizontal level. NSD respects every player involved in the supply chain, giving everyone "true value". The website dotcar.it, which generates business for workshops, is the first project to be developed using this approach. NSD is committed to ensuring maximum daily support for its customers by offering a full range of products and providing a constant investment in warehousing and qualified personnel who are able to move the market by taking advantage of the opportunities it offers. Our goal is to work with those who are willing to implement, finance and share the strategy of this group. For example, IDIR and OVAM have invested heavily in diesel products, both in terms of manpower and the number of SKUs available in our warehouses.



*Chiara Levati & Gilda Ruzzi in charge of dotcar.it media plan*

database and send out promotions, reminders and newsletters. This dealer-like customer approach is aimed at making you an aftermarket sales leader.

NSD has made significant investments in communication channels, which have already achieved excellent results, including the website, blog (dotcarblog.it) and Facebook page, where NSD has built up a vast group of loyal users thanks to hundreds of thousands of visits.

All this was crucial in enabling NSD to learn more



*Francesco Esposito Corcione*

## dotcar

The dotcar.it website platform acts as a 'bridge to the motorist', helping drivers find what they need on the web.

This project started almost two years ago. Last year it underwent several changes: the website has evolved, becoming more accessible to the end-user.

The dotcar.it website enables the motorist to manage everything related to his car and compare the latest prices of spare parts and repairs. And now, dotcar.it has also become a useful resource for workshops. The site provides each workshop with access to a private area detailing customer history, car model and spare parts purchased. In addition, each garage will be able to increase its market visibility through a personal webpage (customisable with photos and the latest news), which serves as an authentic 'virtual business card'. In effect, dotcar.it is a complete CRM toolset that allows you to collect data, create an individualised customer



about the target audience. It allowed us to prepare a communications plan for 2016, which is now even more strategically targeted toward increasing visits to the site and bringing the motorist into the dotcar workshop.

### Network workshops: Point Service, Bosch Car Service, Auto Crew.

NSD offers its automotive customers a wide selection of workshops ranging from the Point Service project (in the regions historically allocated to OVAM and IDIR) to the TRW project, Bosch Car Service and Autocrew. The goal is to forge direct, network-independent partnerships with workshops to support them in a wide range of services and prepare them for future market challenges. Benefits range from technical support (delivered by Service, an OVAM Group company) to legal assistance (including projects like roadside assistance) to a number of computer tools developed by a technical forum group or WhatsApp Group, which stimulate discussion on working issues.

### Team

The NSD team draws its members from the staff of each company, with the NSD Board (Chiara Anna Marina Levati, Francesco Esposito Corcione, Italo Baruffaldi, Sergio Monzeglio and Pasquale Tarantino) personally committed to its management. The three purchasing departments of OVAM, IDIR and Maurelli continuously collaborate to manage suppliers. Marketing and communications activities are divided according to projects and largely assigned to the marketing department of the OVAM Group, while the ICT team of IDIR leads technical development for all group projects.

### The importance of gatherings

NSD believes that its meetings with customers constitute the key defining moments of every year. May 2015 saw the first NSD Suppliers Meeting at Autopromotec, a highly important event that presented the group to the market for the first time almost exactly one year after its foundation, demonstrating and showing suppliers what had been accomplished. The first OVAM Group convention featuring all five companies, held in Baveno on Lake Maggiore, took place in October 2015. The event hosted about 1,200 customers, suppliers and workshop participants, giving them the opportunity to meet, learn and discuss the OVAM Group strategies for the future.

Thanks to the special appearance of Fotios Katsardis, attendees had the opportunity to exploit his invaluable insights.

In addition to the OVAM Group convention, the group also organised a promotion featuring an October visit to Cuba.

IDIR will host a very special event in December: a trip to the Caribbean!

2015 also marks a very important year for IDIR: exactly 35 years ago, Giordano Monzeglio founded the current corporation: I.Di.R. This is just one of many reasons to celebrate by spending a few days together on a dream cruise ship: the Costa Favolosa – a floating city with numerous entertainment zones, restaurants, game rooms and an extensive entertainment programme. Above all, the trip will offer an opportunity to reflect on the business and various projects, bringing together all IDIR customers and sales staff.



Italo Baruffaldi & Fotios Katsardis



Sergio Monzeglio

## NSD key facts

info

#### BACKGROUND

50 years of experience in IAM, 390 Employees

#### AUTOMOTIVE

7 Warehouses

285,000 Skus

#### TRUCK

1 Warehouse

17 Branches

#### NETWORK

Point Service: 1318 workshops, 175 shops

Bosch Car Service: 195 workshops and shops

Autocrew: 30 workshops

TRW: 15 workshops

Dotcar: 1000 workshops