

XML VIN DECODER

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SPECIAL POINTS OF INTEREST:

- Usually less than 2 hours to integrate
- Full production account available for trial use
- Code samples available
- Platform independent
- Nothing to install
- Data is updated server side weekly

PRODUCT OVERVIEW

DataOne Software (D1S) automotive data and technology solutions are utilized by a wide range of industry segments.

From Auction companies to Warranty underwriters and brokers - D1S data and tools present a significant benefit in quality and cost.

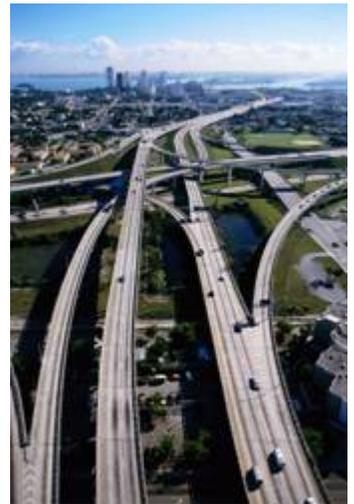
Much of this data and technology is developed for use within D1S product lines which include dealer services, data collection, auto mall platforms, content management, lead management, and market pricing solutions.

Some of this data is made available for license, as well as for use through web services and tools in an ASP configuration.

D1S data and tools support approximately 10,000 locations across the US, Canada, Puerto Rico and Mexico.

D1S web services process an average of 300k-500k vehicles per month, with roughly 4-5 million vehicles per year being processed by D1S web services and applications.

An estimated 1-2 million vehicles per year are supported by D1S licensed data.



roughly 4-5 million vehicles per year are processed by D1S web services and applications.

INDUSTRY

DataOne Software is committed to providing affordable data and automotive content to solution providers in a format which makes it easy to implement and utilize quickly. While confidentiality agreements protect client's identities in most cases, the following is a list of client representative industries:

- Auction
- Auto portals
- Credit Union
- Data collection
- Dealer web sites
- DMV facilitation
- eBay listing provider
- Financial Institutions
- Insurance / broker
- Inventory management
- Law enforcement
- Magazines
- Newspapers
- Repossession
- Salvage
- Service / repair / paint
- State / Municipal
- Towing

COST BENEFITS

The cost benefit of a web service is best realized when looking at the alternatives:

Typical licensing from a tier one (OEM direct sourcing) costs in the range of \$30k to several hundred thousand dollars per year depending on the licensing and usage.

A decoding engine will need to be developed. Plan 6+ months plus several experienced development re-

sources.

Now there is the cost of the supporting infrastructure to cover redundancy and load balancing. IT support will be a must.

And there is the cost to support this data. You will need constant maintenance and a reporting infrastructure to handle updates.

It is the preceding items that lead us to suggest that de-

pendent on your unique application requirements—you may find the web service to be a more cost effective solution until you reach a monthly price point which exceeds the cost of the preceding items.

The web service allows you to easily take advantage of automotive data without spending unnecessary time away from your primary goals.



While there can be a substantial cost savings, even more valuable is time.

Our integration is designed to get you up and running quickly.

You can begin decoding vehicles within minutes of receiving your account information in the same manner as you will programmatically.

THE DATA

The content available from the XML web service is defined as follows:

US Consumer and Light duty vehicles, 1981-Present

US Fleet and Light duty vehicles, 2000-Present

Canadian Consumer and Light duty vehicles, 2000-Present

US Motorcycles 2004-present
Coming Fall 2006

Data Description

Basic data
Spec data
Common data across trims
Warranty
Dimensions
Colors
MSRP
Retail value
Wholesale value
NHTSA
EPA

Media

Single Stock photo for US consumer vehicles 1990—present

Premium Media

Multiple stills (20-30)
Colorized photos
360 Spins (ext/int)

2007 schedule

Mid-heavy commercial

Recreational vehicles

- ATV
- Snowmobile
- Utility vehicles

RV

Marine

Aircraft

GETTING STARTED

DataOne Software offers a fully functional, 15 day trial account that can be used to access the XML Decoder service as soon as your code is written.

Simply visit our website at www.dataonesoftware.com and visit the Automotive Data pages to be directed to an online form where you can fill

out your contact information and valid email address. Authorization codes, documentation, and logins will be sent to you immediately via email so be sure to use the correct information.

This account will be activated as a permanent account if you elect to sign up for service so please keep this in

mind when filling out the trial signup info.

Also plan to visit our support pages for downloadable code samples & technical guides which will help make the integration a painless process.



Visit our website at www.dataonesoftware.com to read more info about our products and services.

Contact us at 877-438-8467 or sales@dataonesoftware.com

HOW IT WORKS

1. It begins with an intelligent round robin REST request (think HTTP GET/POST) to the server farm. This process ensures performance and availability.
 2. The web service verifies client authorization and accesses account settings
 3. The request is then passed off to the decode engine which queries the database
 4. Source material is inspected and matched appropriately.
 5. An XML page is then generated with well documented elements
 6. The XML is passed back to the request originators application where it can be parsed into a string or an array.
- This process takes no more than 1/20th of a second.
- Multiple VINS can be submitted in one request, however the processing time of the request plus internet latency can add up to an undesirable delay if too many VINS are passed.
- The number of VINS that can be processed in a single request varies by the requestor bandwidth and network connection.



Servers are setup in an array with load balancing resulting in no single point of failure. Updates and maintenance can be performed without impact to the service.

Uptime is 5 nines or 99.999%.

Multiple internet pipes resulting in better connections, and 5x redundancy on ISP service.

REQUIREMENTS

A basic understanding of programming methodology is required in order to implement the XML VIN decoding service.

In general, implementation is as simple as writing an http request in the programming language of choice. The resulting URL will be an XML document which must be parsed into a data structure.

Many inexperienced developers have worked closely with DataOne Software Support for a successful implementation.

In addition to using a reliable operating system, scripting language and backend database, the design of the service makes integration easy, and fast.

DataOne Software provides limited free support via email to assist in the implementation.

Documentation is available with code samples and instructions.

"...implementation is as simple as writing an http request in the programming language of choice."

PRICING

The XML VIN decoder solution is priced based on your monthly volume and how the data is utilized.

Different license fees apply to different segments of the automotive industry.

For a quick quote, email sales@dataonesoftware.com or call 877-GET-VINS

(877-438-8467).

You may also click on "Request Info" from anywhere on the website to fill out a request form online.

Be sure to describe in detail how the data will be used and what your current and projected monthly volume of decodes will be.

Some limited basic VIN information is made available in an easy to use CSV file format. This allows basic data to be brought in-house, and is typically a better solution than the web service for basic data only. It is our recommendation that this option be utilized for VIN validation only services.



Visit our website at www.dataonesoftware.com to read more info about our products and services.

Contact us at 877-438-8467 or sales@dataonesoftware.com

CONTACT US

DATAONE SOFTWARE

100 Cummings Center
Suite 220B
Beverly MA, 01915
Phone: 877-GET-VINS
Fax: 978-927-8387

sales@dataonesoftware.com or x402
support@dataonesoftware.com or x400

www.dataonesoftware.com



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ABOUT DATAONESOFTWARE

Since its founding in 1999, DataOne Software has continued to expand solutions and scope in order to fulfill unique needs in the automotive marketplace.

DataOne Software develops solutions for both automotive dealerships and industry solution providers. In 2002, DataOne Software formed an initiative to productize tools and data for distribution to application service providers. In developing this initiative, the product lines rapidly expanded to include the following core business lines.

Dealer services:

- Inventory management and promotion
- Lead management
- Pricing intelligence
- Website design w/content management

ASP Support:

- Automotive data/media/content licensing and data on demand services
- EasyDMS™ DMS polling services
- webTools™ Lead generating tools for dealer and application service providers

Service Support:

- MobileOps™ data collection solutions
- WebMall™ Platform

Immersion in many diverse markets lends itself to a greater understanding of market needs, enabling DataOne Software to move quickly to address partner and client requirements through technology and data solutions. Agile development and utilization of existing infrastructure are key benefits that are recognized by DataOne Software partners and clients alike.



Today DataOne Software provides services to nationally ranked top 100 auto dealer stores and groups, and supports many of the top dealer service providers with tools and data services.

DataOne Software also provides data services to most segments of the automotive industry including auto portals, insurance, transportation and newspaper/print as well as many state and municipal agencies.