

J.D. POWER

Power Payments

A Single Source of Truth for Your Incentive Data

The volume of incentive data is consistently increasing without a method for standardization.

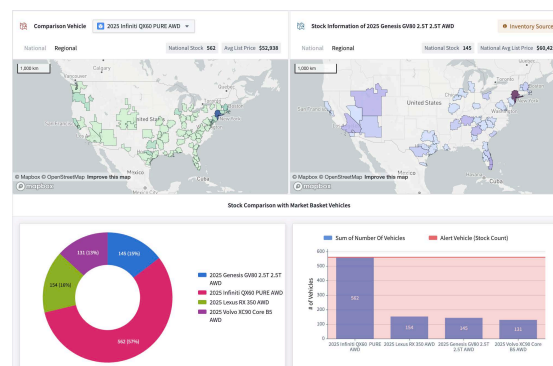
Collecting, analyzing and equalizing competitive information using in-house resources can be a very pain-staking task that costs your organization a lot of time and money. Market-area and DMA-level incentive tracking can be difficult to validate when incentive program details aren't available or timely.

With incentives changing all the time, there is no method to the chaos – making it nearly impossible to use the data in a meaningful way.

Power Payments provides your organization deeper granularity into ever-changing incentives, specific to model, trim, option load and geography.

Our reporting and analytics tool standardizes and normalizes incentive data to give your organization a single source of truth.

We compile, process and consolidate incentives data into easily understandable reports, highlighting incentives competitiveness across automotive brands, competitive vehicle sets and geographical regions. This allows for agile assessments and pivots to be made that are necessary in keeping up with changing incentives rates and programs – giving your organization the competitive advantage.



With the addition of Power Payments Alerts, OEMs have the advantage of knowing when competitive changes have been made to quickly react for a given vehicle set, market or region.

BENEFITS OF POWER PAYMENTS

- Remove complexity and establish a single point of truth for your incentives
- Near real time incentive data
- Quick understanding of month-over-month changes
- Standardized calculations and incentive tracking across all OEMs
- Quick expansion of market baskets and key markets
- Easily identify regional strength and weaknesses
- Create short term tactical responses to competitive spending or inventory imbalances
- Analysis of demand can help influence customer vehicle spending

Contact us today: **Ron Koch** - SVP Business Development & Client Services • Ron.koch@jpda.com • (303) 548-7765