

NASTF Service Information Committee Meeting
By Conference Call, Wednesday, July 16, 2014

Meeting Summary

ATTENDING:

Steve Douglas, Co-chair	Kurt Immekus	Jim Von Ehr
Dave Zwalina, Co-chair	Dennis Montalbano	John Trajnowski
Bob Chabot	Allen Pennebaker	Skip Potter, Exec Director
Vinnie D'Auria	Donny Seyfer	
Michael Demers	Bob Stewart	

Douglas convened the meeting at 11:10am (ET).

Potter reported that he had made visits to the offices of Volvo, BMW, JLR and Nissan earlier this year with visits to Ford, GM and VW planned for late July.

Zwalina led a discussion about OEM updates to the NASTF Service Information Matrix (which is not a spreadsheet but rather a collection of information presented on several nastf.org web pages). He noted that a request to OEMs last September yielded few updates and considerable conversation relating to the continued need for information in this original format. Without updates the pages (matrix) are likely seriously out-of-date, incomplete and possibly misleading. Potter was asked to provide pageview statistics for our website, which he did for a very few examples. [See attached "SIC REPORT ON WEBSITE TRAFFIC". Also, Von Ehr contacted Potter post-meeting suggesting a survey of technician use is necessary to direct changes the committee may make to our SIC content on nastf.org.] To prevent duplication of OEM information (and the resultant disconnect), the SIC suggested that Potter develop a single matrix (perhaps using the Subscription Price page) with links to the appropriate section of the OEM website. Seyfer reported that his OEM Scan Tool Resource Center might provide a template for this, and the SIC agreed to review this application when available.

Demers followed up on the issue he raised in the March 26 meeting concerning OEM technical web services which become temporarily unavailable. Potter was asked to obtain more insight into the issue of OEM website outages and reported that he learned of 10 outages ranging from 90 minutes to 5 days involving 4 OEM websites between April 24 and July 16, 2014. Demers noted that while the quantity and frequency were not excessive, the productivity destroyed for mobile-technicians and locksmiths, particularly, is significant. Potter agreed to contact Demers outside the meeting to generate a discussion outline in search of a reliable process for notifying technicians, possibly on the NASTF website, of known OEM website and web service outages.

Seyfer reported that several additional OEM scan tools were ready for debut to the OEM Scan Tool Resource Center but that the project had run out of funds. He expected to resume the work soon, however. In addition, he seeks technician input for experience with current tools for Mercedes, Mazda, Porsche and Volvo. Potter offered to make the question/Matrix available from the NASTF website and Seyfer agreed to forward that document for posting.

Chabot reported on a NASTF marketing initiative under review by his Communications Committee and the NASTF Board. In preparation for an expected campaign he asked the SIC to provide personal examples of value brought by NASTF. Topics suggested include (1) the time-saving assistance in OEM resource navigation, (2) the SIR and (3) promotion of the impressive numbers of nastf.org web traffic.

Potter reported that several SIRs have been closed without OEM action requested because of insufficient details submitted by the SIR client or a determination that the SIR was invalid because there is no gap identified. He also asked OEMs to provide second and additional SIR contacts to prevent response delays due to vacations, etc.

In New Business, Demers inquired about Hyundai’s subscription pricing strategy but the committee noted quickly that pricing could not be discussed due to the restrictions of U.S. Anti-trust laws. Demers also asked about the apparent loss (perhaps during a website re-design) of Ford module programming information that relates calibrations to TSBs and SSMs. Trajnowski (of Ford) volunteered to research this issue and report his findings to Potter.

The meeting was adjourned at 12:05pm (ET)

The next meeting of the Service Information Committee will be **11am (ET)/8am (PT), Wednesday, September 24, 2014**. Conference call/Go2Meeting dial-in numbers will be emailed to the committee of record before September 20.

SIC REPORT ON NASTF.ORG WEBSITE TRAFFIC
Pageviews 365 days to July 16, 2014

<u>PAGE NAME (#)</u>	<u>Total Views</u>	<u>PAGE NAME (#)</u>	<u>Total Views</u>
Total Website Pageviews	628,225	SI Matrix (3452)	19,007
OEM Service Websites (3292)	179,379	GM	5,476
Reprogramming (3639)	35,028	Mercedes	3,478
GM	11,949	Ford	3,460
Ford	5,798	Honda	3,453
Chrysler	3,644	Chrysler	3,229
Honda	3,458	Scan Tool Center (3823)	14,128*
Nissan	2,659	SIR (# of SIRs in period)	65
		* Calculated annual from Feb 2014 debut	