

Our GIS Journey

Presented by Mike Darr
Director, Market Insight & Technology



Interstate Batteries Who We Are



Outrageously Dependable®

62-Year Old Purpose Driven Company



Outrageously Dependable®

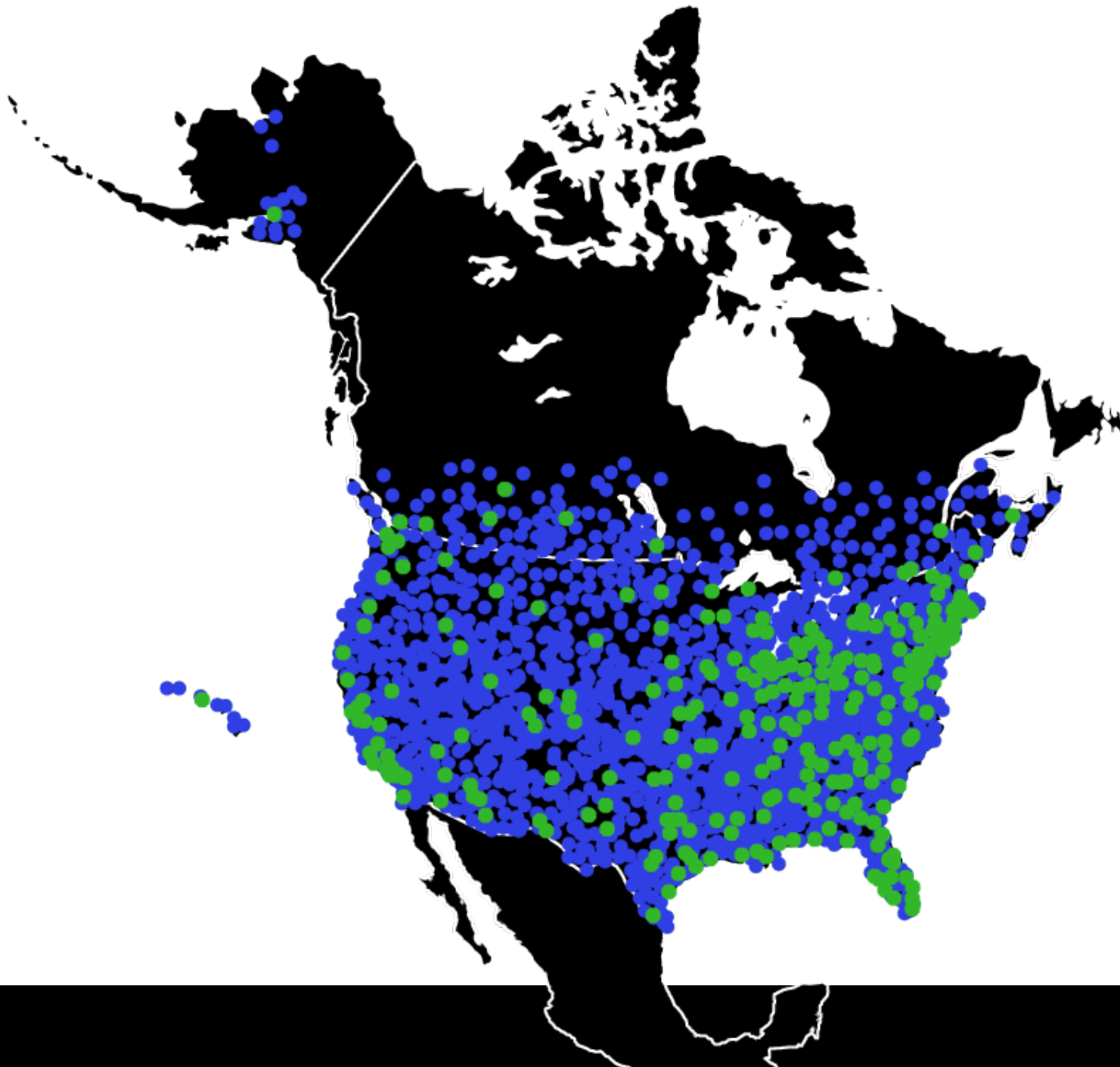
Number 1 - DIFM Professional Replacement Battery Market*

*Frost & Sullivan Award
Preferred by auto techs 7 years running



Outrageously Dependable®

Number 1 - Recycling
25 million scrap batteries
removed from environment
just last year



300
Distributors

200,000
Dealers

36,000
National Account
Locations





Interstate Batteries Positive Connections



Outrageously Dependable®

Power of Our Brand
Outrageously dependable
product and people.

**WE ARE THE FIRST CHOICE IN
SUSTAINABLE BATTERY SOLUTIONS
IN EVERY COMMUNITY WE SERVE.**

WISSIOA





Purpose and Values

The foundation of our company

Innovation Drives Transformation

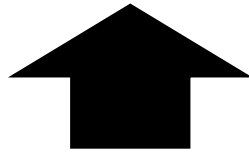
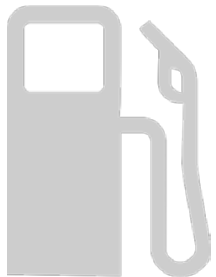
Interstate Batteries Investments in Technology

What Got Us to #1 Today... Won't Keep Us #1 Tomorrow



Increase In Fuel Costs

267%



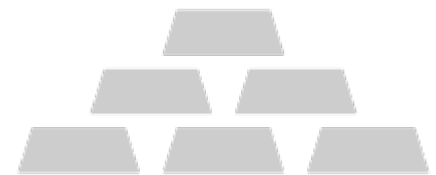
Increase In Auto Battery Types

2.5 X

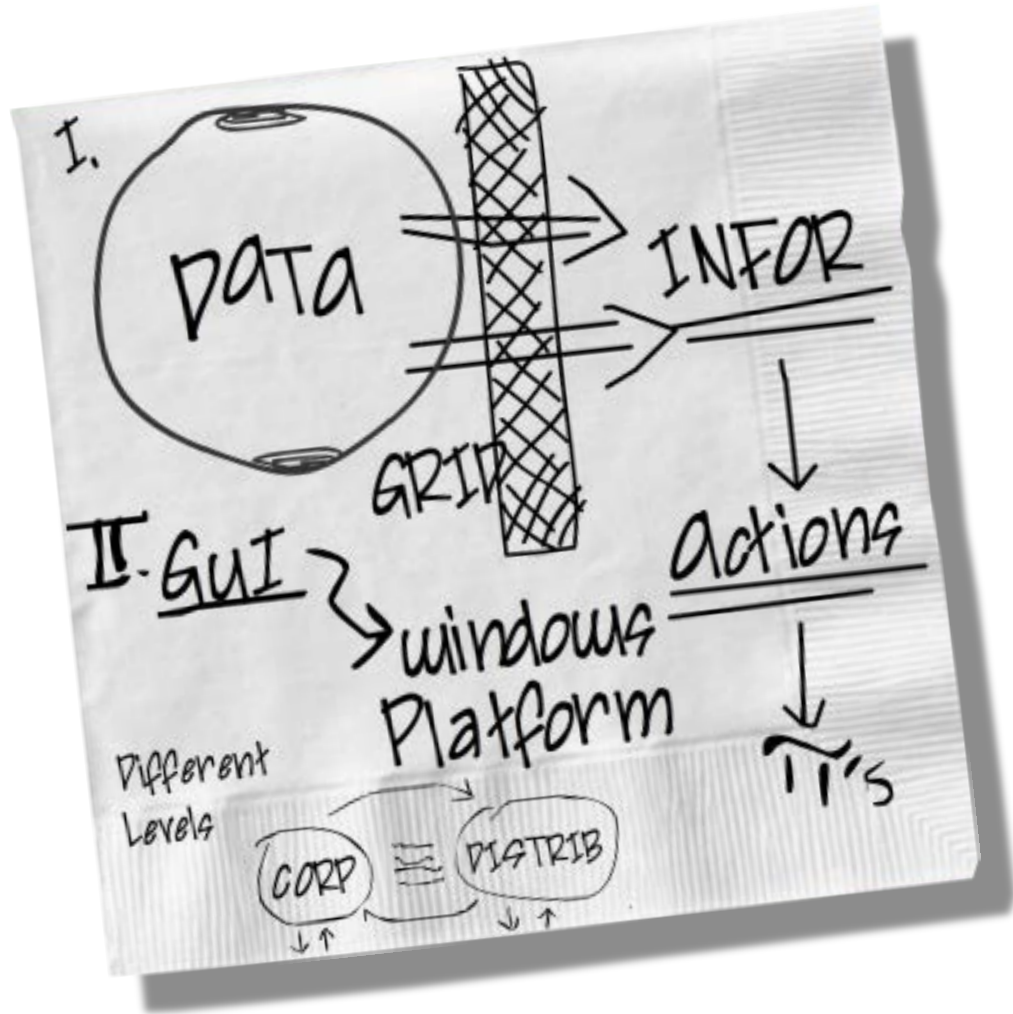


Increase In Materials Cost

70%



Interstate Batteries Vision



“A Geo-centric way of looking at a Distributor territory.”

“A Sales Analytics tool on steroids.”

“An unprecedented Geo-centric accumulation of Sales efforts and Competitive information.”

Interstate Batteries Investments in Technology



CRM



MDM

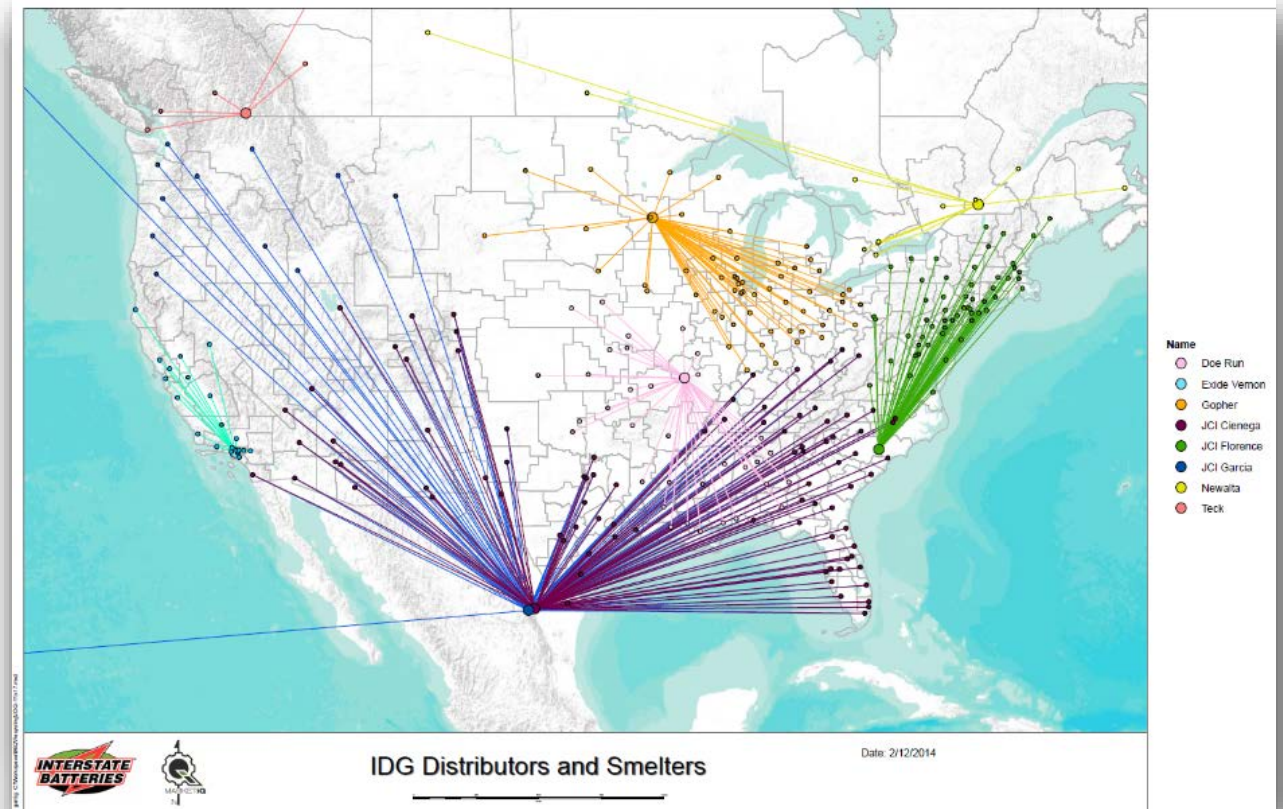


OPTICS



Interstate Batteries Investments in Technology

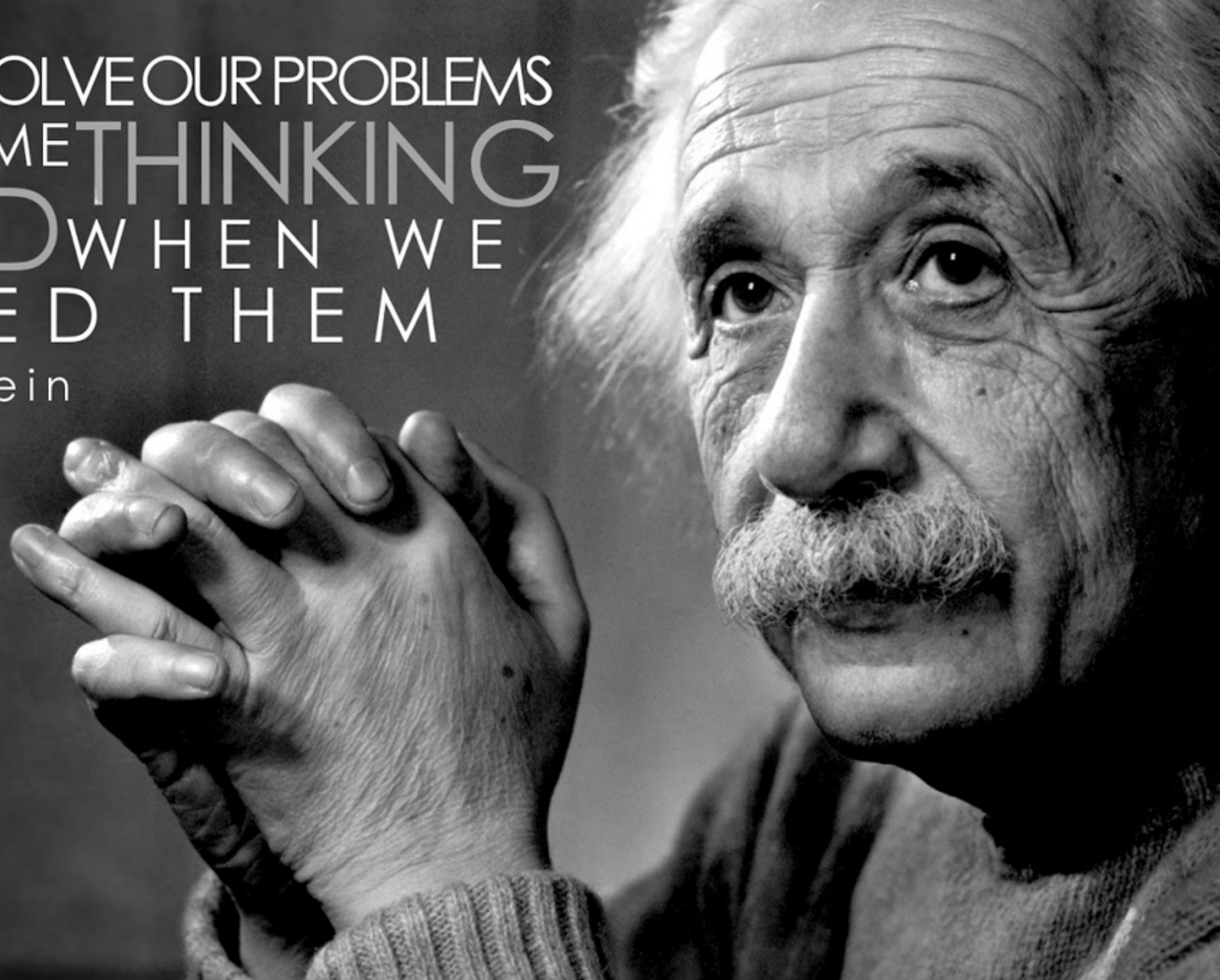
System Performance
Territory / Distributor Opportunities
Strategic Dispatch / Service
Weather-based Sales Analysis
Wholesale Site Selection
Retail Site Selection
Market Penetration Analysis
International Market Analysis
Manufacturer / Recycling Mapping



Interstate Batteries We are Here

WE CANNOT SOLVE OUR PROBLEMS
WITH THE SAME THINKING
WE USED WHEN WE
CREATED THEM

- Albert Einstein



Challenges We've Faced



Complexity...“Simple is harder than hard”

Defining solutions to meet the FULL need – not the immediate need

Not out-kicking our coverage

Here's What We Would Like to Relay to You



Don't be distracted by capabilities

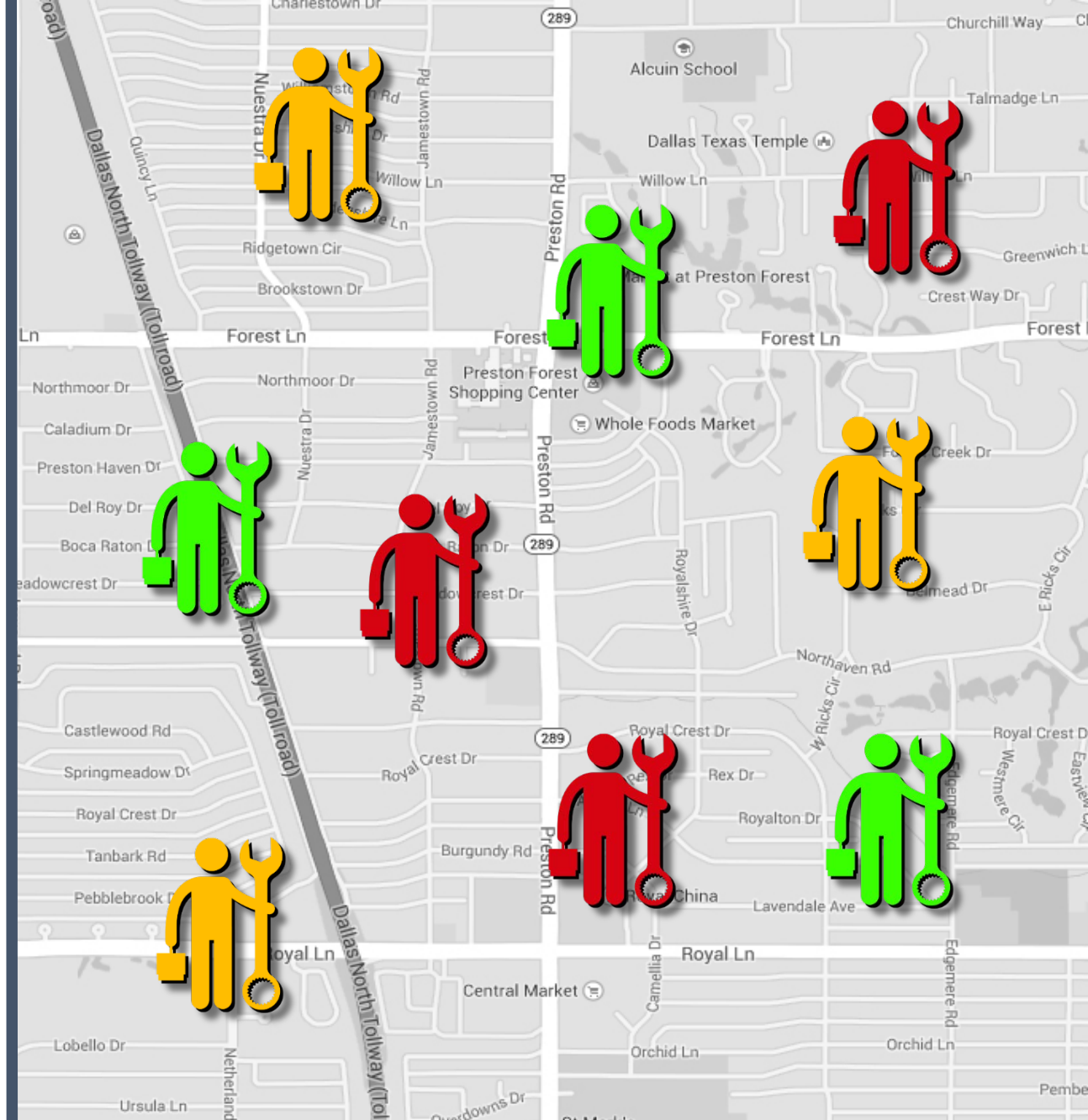
Don't build a moonshot when a slingshot is all that you need

Define your GIS strategy

Accept that sometimes, simple is best

Interstate Batteries **The Road Ahead**



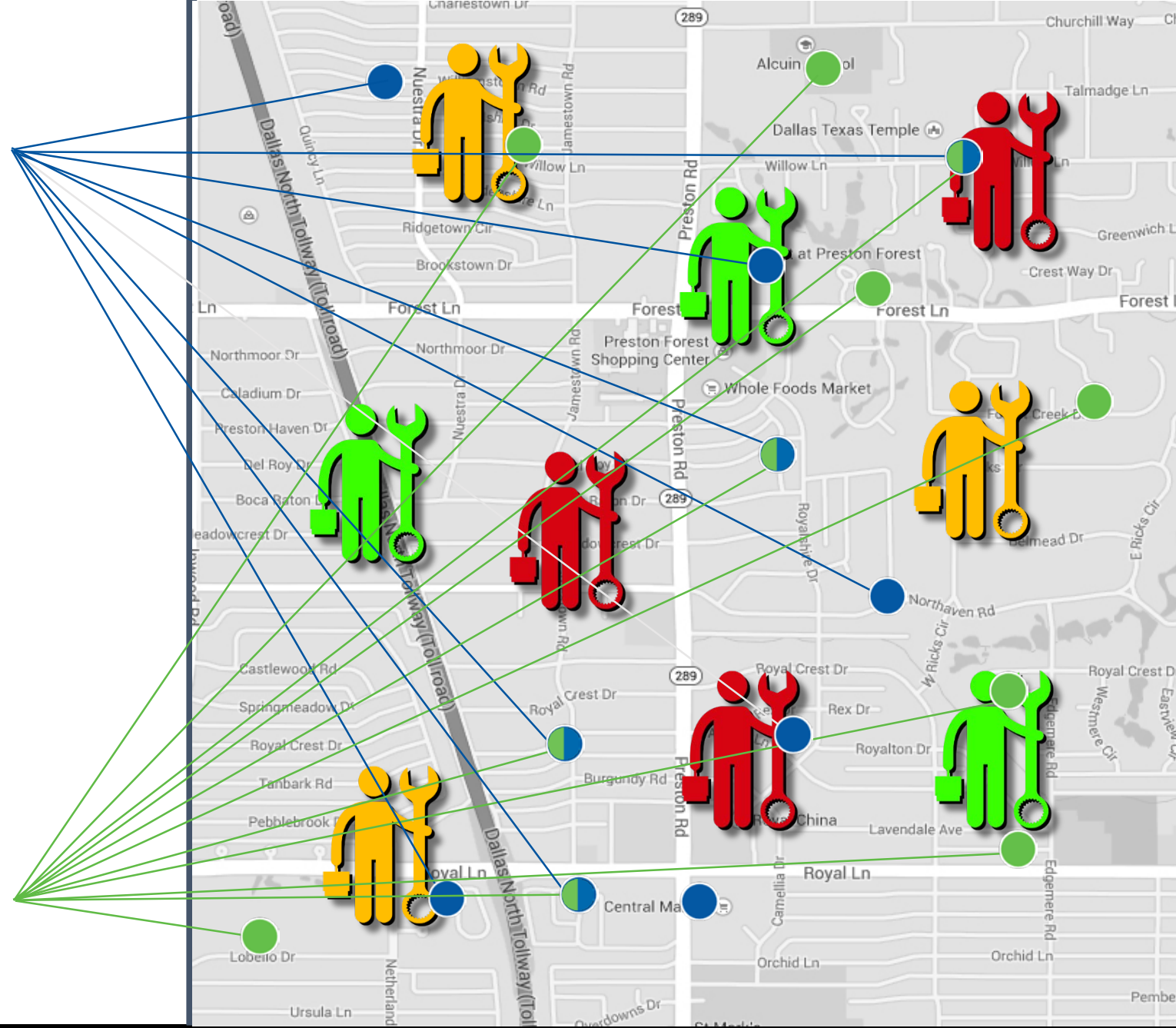




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Outrageously Dependable®



Thank You

