

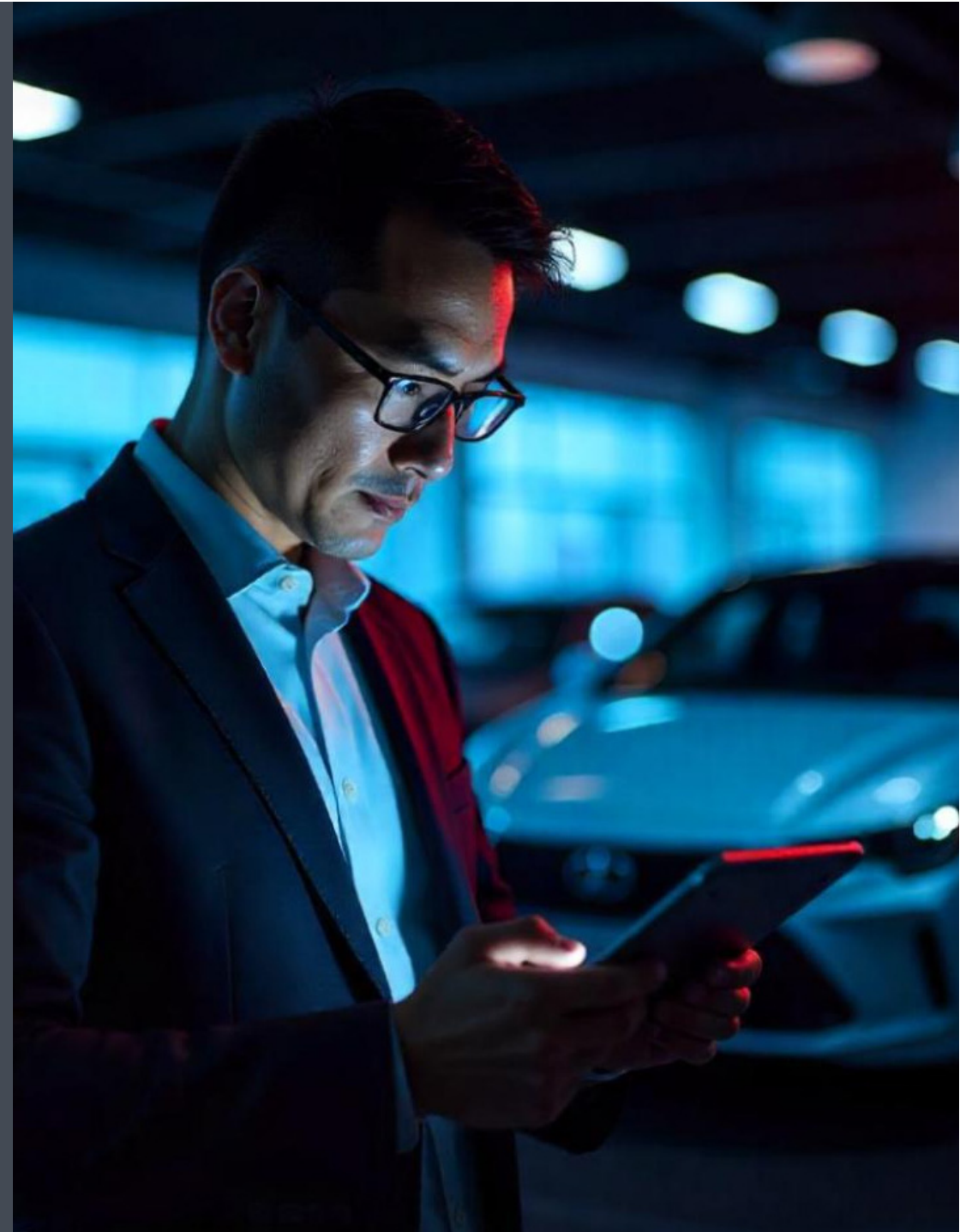
APPRAISO

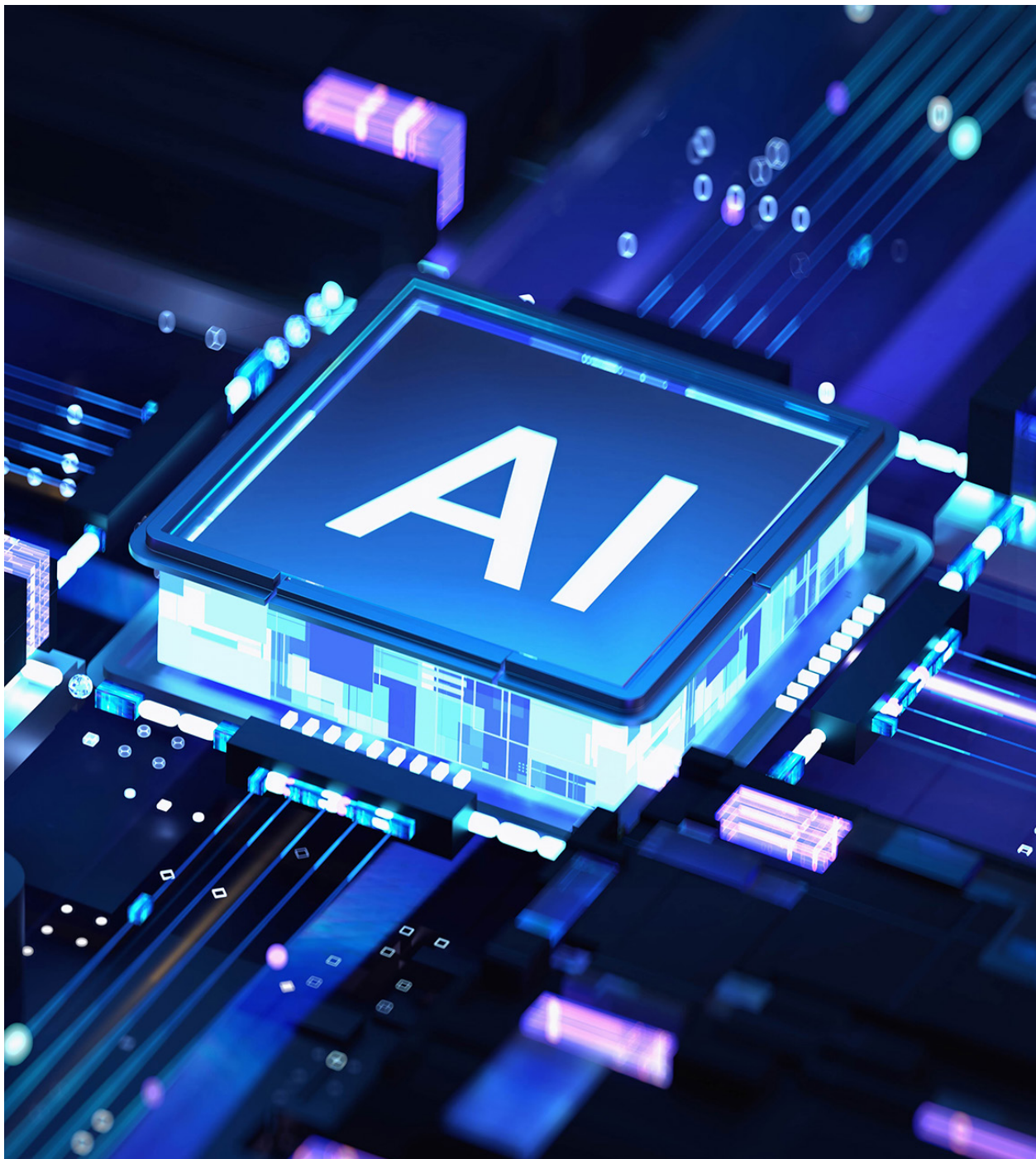
Powered by MSX@GCP

Enhance compliance through the power of AI

In today's fast-paced automotive landscape, OEMs and dealer networks face mounting pressure to uphold brand standards while reducing operational costs and improving efficiency. Traditional dealer standards audits are time-consuming, resource-intensive, and heavily reliant on experienced auditors and manual processes. As networks expand and compliance demands grow more complex, the need for a smarter, scalable, and more cost-effective solution has become clear.

APPRAISO was developed to meet this need. In partnership with Google, MSX is reimagining retail standards audit for the AI age. Using cutting-edge multimodal AI, it dramatically reduces the time, cost and effort required to complete a high-quality brand standards audit on site. Whether you're an OEM, NSC, or dealership, this solution empowers your teams to focus on what matters most - delivering memorable customer experiences and driving outstanding retail performance.





Efficient retail audits with AI

Dealer standards audits have long been resource-intensive, requiring highly experienced auditors, manual checklists, and hours of administrative effort to measure compliance. These traditional methods often involve time-consuming evidence uploads making the process slow, costly, and prone to inconsistencies. APPRAISO uses AI to do things differently:

- **Effort:** Auditors spend a significant amount of effort on administrative tasks. APPRAISO frees up their time to do what they are best at – coaching and counselling dealerships to deliver higher compliance with brand standards.
- **Time:** APPRAISO's AI evaluates multiple parameters, with advanced efficiency, dramatically accelerating the process.
- **Cost:** APPRAISO is a capable assistant that allows auditors to achieve consistency and accuracy in their audits.

Smarter retail compliance tracking

APPRAISO is a powerful assistant combining intuitive data capture, intelligent automation, and AI-powered assessment to deliver accurate, high-quality audit reports faster.



Information capture: Auditors capture information in different parts of the dealership through APPRAISO's intuitive application.



AI-generated audit report: Our AI models interpret the input, compare it against OEM-defined standards and associated resources, and generate AI-powered assessments for each audit standard, complete with commentary, evidence and a confidence score.



Auditor validation: Auditors review and validate the AI model's recommendations, with the ability to edit, change and upload additional evidence.





Intelligent AI, effortless experience

APPRAISO is built on a foundation of advanced AI capabilities, with key features working together to deliver a smoother experience for auditors, whilst reducing effort, time and cost.

- **Quick setup:** Architected to make setting up your program a breeze – a matter of days, not weeks or months – without needing any specialized capabilities.
- **Cutting-edge multimodal AI:** Uses Google's latest cutting-edge AI models to analyze voice, image and video inputs simultaneously.
- **Automated ratings and commentary:** Generates assessments for each audit standard, with detailed commentary and associated evidence.
- **Confidence scoring:** Highlights areas where evidence is insufficient or unclear.
- **Real-time guidance:** Prompts auditors to enable them to capture the right media at the right location.
- **Always learning:** AI learns from auditor input, improving over time with increasing levels of automation and autonomy.
- **Privacy and security:** Designed to run on any Internet-connected device with a browser, and compliant with data privacy regulations and information security requirements.

Proven results with AI technology

APPRAISO delivers real value by reducing the per audit cost, and improving the quality of the retail standards audit, all while improving the auditor and the retailer experience.

30-50% time saving

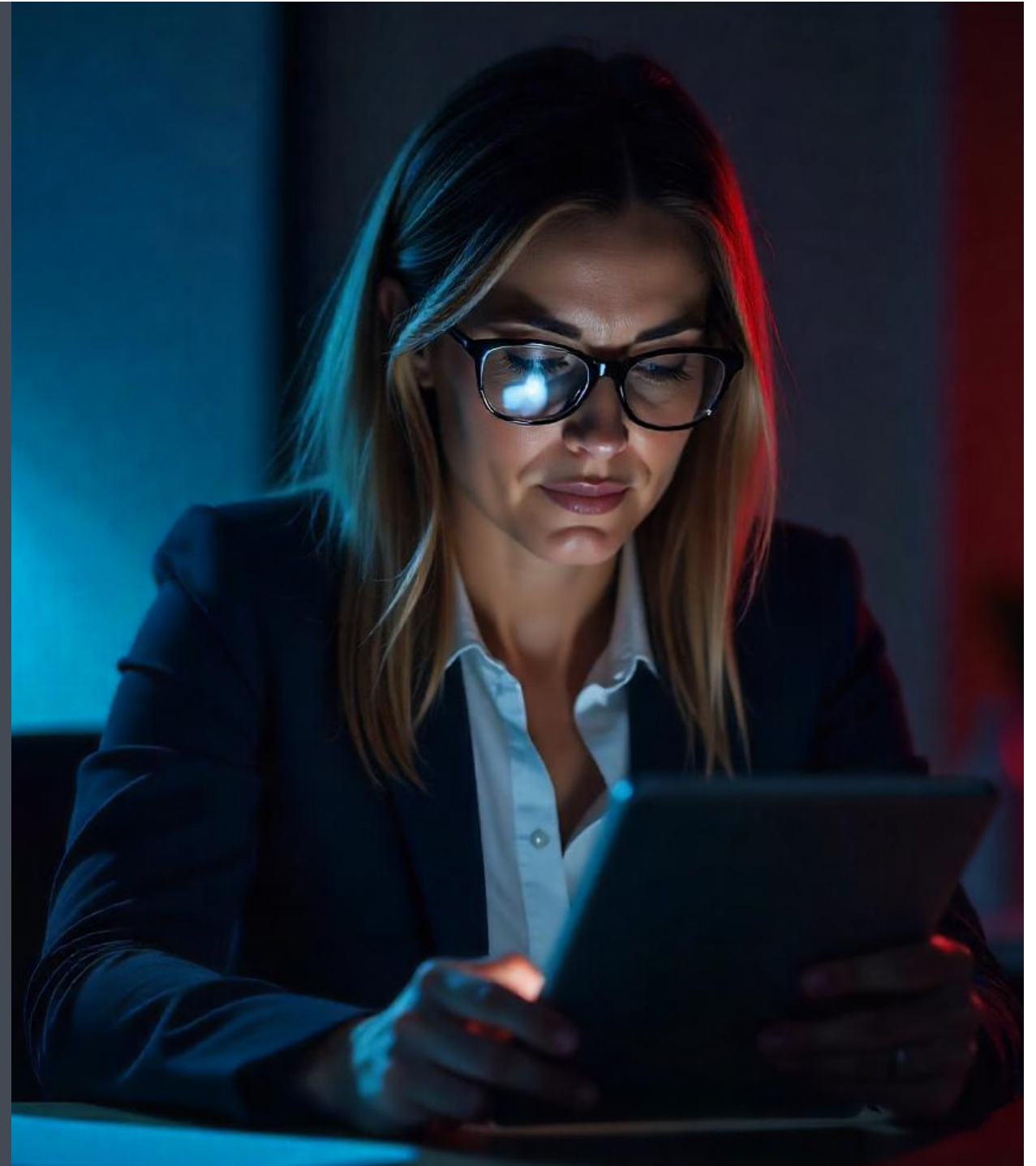
By evaluating audit standards, APPRAISO's AI-powered features and automations are reported to deliver a 30-50% reduction in the amount of time required to complete an audit.

Up to 30% cost reduction

As an AI-powered Assistant for the auditor, APPRAISO enables less reliance on senior auditors, demonstrating the ability to deliver a 30% reduction in per-audit cost.

Improved auditor and retailer experience

APPRAISO's features are designed to make the audit experience smooth and friction-free for the auditor, allowing them to spend their time coaching and counselling the retailer, thus improving their experience with the audit program as well.

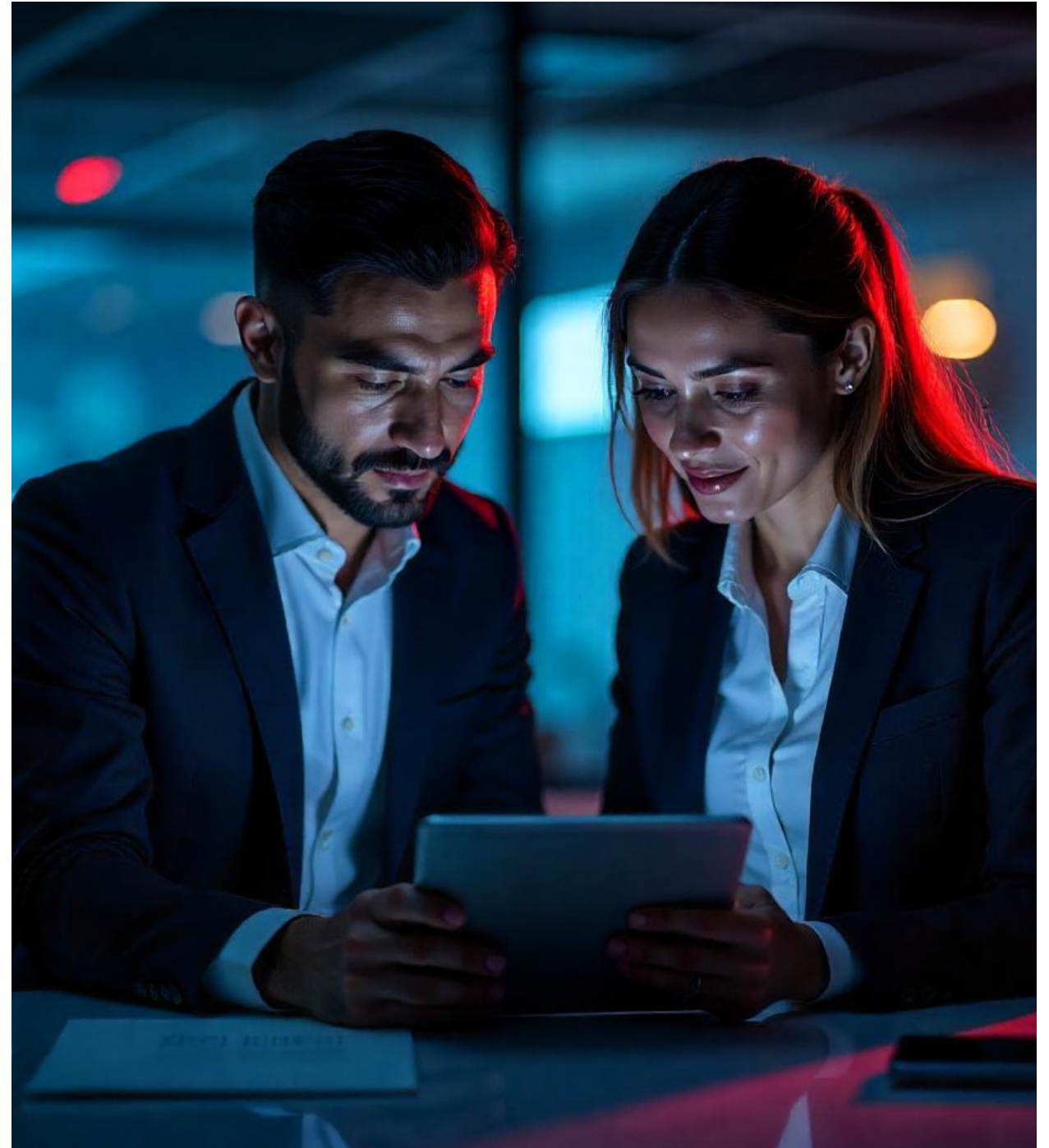


Why choose MSX

For over 30 years, MSX International has proudly served as a trusted partner to top vehicle manufacturers and mobility brands worldwide. Our team of experts brings a wealth of industry knowledge, insights, and experience to every project, ensuring that you receive the highest level of service and support.

Our global presence uniquely positions us to understand and address the diverse needs of our clients across different regions. Our extensive network allows us to provide tailored solutions that meet the specific requirements of each market, ensuring that you benefit from both global expertise and local insights.

We are dedicated to helping our clients succeed. Our team works closely with you to understand your unique challenges and develop customized solutions that drive efficiency and growth. With a commitment to innovation, we are committed to providing ongoing support, ensuring that you stay ahead of the competition and achieve operational excellence.





Enhance compliance through the power of AI

Retail Standards Audits. Built for the AI Age.

Reimagine dealer standards audits, and unlock AI-powered efficiency with APPRAISO.
Get in touch today!



msxi.com/reimagine-retail-standards-audits
Intelligent. Transformative. Efficient.