

MacKay & Company Partners with Decisiv to Expand Data Insights

Monthly DataPulse Plus Reports to feature parts and labor costs, quarterly changes, and regional comparisons based on Decisiv SRM data

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Decisiv, Inc., the industry leader in [Service Relationship Management](#) (SRM) solutions, announced today that MacKay & Company will be featuring industry service data captured in the Decisiv SRM platform. The partnership will expand the analyses and insights presented in their monthly DataPulse Plus Reports to provide clients with timely aftermarket information on parts and labor costs, quarterly changes, and regional data points.

“Decisiv has the unique ability to quantify and dynamically report on changes in parts and labor costs, and service activity across North America,” said John Blodgett, Vice President, Sales and Marketing at MacKay & Company. “As the authoritative source on heavy-duty truck and trailer service and repair activity, their data will allow us to provide our clients with more timely and detailed analyses of service and repair costs.”

Beginning this month, MacKay & Company DataPulse Plus Reports will include parts and labor data from the Decisiv Service Relationship Management (SRM) platform based on more than 70,000 weekly repair events at over 5,000 U.S. and Canadian commercial vehicle service locations. Featured insights in the reports will include:

- Average parts and labor costs per repair for the previous five quarters
- Average parts and labor costs per repair for the previous quarter in four U.S. regions
- A Category Spotlight featuring parts and labor costs over the past two quarters for one of the 25 vehicle system groups tracked by Decisiv using TMC's Vehicle Maintenance Reporting Standards (VMRS)

Decisiv and the American Trucking Associations' Technology & Maintenance Council (TMC) jointly publish the quarterly Decisiv/TMC North American Service Event Benchmark Report on parts and labor costs. Starting with Q1 2023, the report was expanded to account for more than 96% of parts and labor costs by broadening the scope of the reporting to cover the top 25 VMRS system codes.

As part of its new partnership with Decisiv, MacKay & Company will be a featured provider on the [Decisiv Marketplace](#), the company's hub for technology, services, and solutions partners within the Decisiv SRM Ecosystem.

“With this partnership, MacKay & Company is further validating both the accuracy and value of the data managed in our SRM platform,” said Dick Hyatt, President and CEO of Decisiv. “Delivering greater insight into service and repair costs will enable fleets, OEMs and dealers, and component suppliers to drive more intelligent, effective service and proactively plan and manage maintenance across the entire lifecycle of every asset.”

PRESS RELEASE

Mackay & Company [DataPulse Plus Reports](#) provide industry data and insights to clients in the heavy-duty truck and trailer market. The reports cover Fleet Revenue Miles; Dealer New Truck Inventory, Parts Sales, Parts Inventory and Service Labor Sales, and Independent Distributors' Parts Sales, Parts Inventory Levels, Service Labor Sales and Aftermarket Parts Forecast.

About MacKay & Company

Since their launch in 1968, MacKay & Company has specialized in marketing research and management consulting for the commercial trucking, construction and agricultural equipment industries. The company's primary focus has been delivering market analysis of components, distribution channels and market trends for both original equipment and the aftermarket in all three respective markets. More information on MacKay & Company can be found at www.mackayco.com.

About Decisiv, Inc.

Virginia-based Decisiv is the provider of the largest asset service management ecosystem for the commercial vehicle industry in North America, delivering intelligent asset service management for improved utilization, performance, security, and compliance. The Decisiv Service Relationship Management (SRM) platform is the foundation for over 5,000 service locations and over 74,000 fleets across North America that manage more than 4 million service and repair events for commercial vehicles annually. The Decisiv SRM Ecosystem acts as the system of orchestration that uniquely connects dealers, service providers, OEMs, component manufacturers, and fleets by delivering critical in-context, actionable data at the point of service. This unrivaled level of data connectivity and collaboration drives more intelligent, effective service and enables asset owners and managers to proactively plan and manage maintenance across the entire lifecycle of every asset.

For more information, visit www.decisiv.com.

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