

The SRM Alliance FAQs



1) What is the SRM Alliance?

The SRM Alliance is a formal co-development consortium where commercial vehicle OEMs, Decisiv, and a technology services firm jointly fund, govern, and shape the evolution of the Decisiv Service Relationship Management (SRM) platform. It gives OEM members voting rights on roadmap priorities, budget allocation, and milestone approvals. The Alliance is also open to non-OEM members and technology partners that participate in the Decisiv SRM ecosystem.

2) Who are the founding members?

Founding members are Decisiv (as the Alliance Manager), PACCAR, Isuzu Commercial Truck of America, Hino Trucks, and KPIT (as the Alliance Services Firm).

3) Why form an Alliance instead of building this independently?

Because service uptime and dealer throughput are mission-critical across the industry. The SRM Alliance puts the companies with the most at stake—OEMs—at the governance table, so the joint roadmap reflects shared priorities and benefits all participants while reducing duplicated investment and accelerating delivery.

4) What does the Decisiv SRM platform do?

Decisiv SRM is the operating system for commercial vehicle service. It connects OEMs, dealers, fleets, and partners to coordinate everything from repair initiation and estimates to approvals, parts, and completion—so trucks get back on the road faster.

5) What immediate problems does the Alliance aim to solve?

There are three initial focus areas within the service management process:

1. Automate routine workshop processes to reduce manual steps,
2. Enhance service and repair workflows for efficiency and visibility, and
3. Enable seamless integrations with dealer management systems and other ecosystem partners to improve data accuracy, based on SRM Alliance standards.

6) What is “SRM 2.0”?

SRM 2.0 is the first major co-funded initiative under the SRM Alliance. It centers on four themes: (1) Data & Consistency, (2) Automation, (3) User Experience Amplifiers, and (4) Operational Efficiency.

7) How will fleets, dealers, and OEMs benefit?

The SRM Alliance projects are focused on business outcomes that fleets, dealers and OEMs care about: better end-to-end service visibility and data accuracy, higher shop throughput and increased service capacity—translating to stronger uptime and fleet customer experience.

8) How is the SRM Alliance governed?

An Executive Committee (one representative from each OEM member, plus Decisiv and KPIT in defined roles) sets strategy, approves budgets, and oversees Working Groups. It meets monthly with all significant roadmap and budget decisions requiring Executive Committee approval.

9) What is KPIT's role?

KPIT is the Alliance Services Firm, providing the engineering capacity and delivery infrastructure for the SRM Alliance projects. KPIT's work is milestone-based, governed by the Executive Committee, and compensated from Executive Committee approved funds.

10) What are Working Groups?

Working Groups are structured collaboration forums (e.g., Data & Integration Standards) where members discuss, evaluate, and propose technical, operational, and process-related guidelines, recommendations, and standards relevant to the Decisiv SRM platform and related partner systems. Additional groups are anticipated to be chartered address dealer experience, fleet experience, and roadmap.

11) Who can join the Alliance and how?

Membership is open to these member types: OEMs, Associates (e.g., independent dealer groups), Affiliates (technology partners like DMS, FMS, tools, telematics), and Services Firms. Admissions for the non-OEM types are by Executive Committee vote.

12) Are there membership fees and financial controls?

OEM and Associate members pay an annual fee to fund SRM Alliance operations and governance. Development is funded separately, with contributions proportional to participation in and usage of the Decisiv SRM Platform. Funds are disbursed under Executive Committee authorization.

13) What intellectual property (IP) model applies?

Decisiv retains SRM platform IP to maintain a single, coherent product. SRM Alliance members retain full rights to use the capabilities co-funded under the Alliance and non-members can gain access through payment of additional fees. Roadmap and spend are governed—this is structured co-development, not bespoke one-off work.

14) How is this different from a vendor selling custom features?

OEM members, with recommendations from Working Groups, are co-authors with equal votes on roadmap decisions, budget allocation, and milestone approvals. Funds are milestone-gated, and delivery requires member sign-off. This is fundamentally different from a traditional customer-vendor engagement.

15) How soon will customers see results from SRM 2.0?

Work on SRM 2.0 is already in progress with quarterly deliveries. Specific release dates will be communicated through the SRM Alliance governance with participating members having full transparency into progress and sign-off points.

16) How does the SRM Alliance avoid “design-by-committee” results?

The SRM Alliance funds common infrastructure (standards, integration, workflow automation) where shared consensus creates scale benefits. Decisiv continues to innovate at the platform level, and members can differentiate above the shared foundation—avoiding lowest-common-denominator outcomes.

17) What if members disagree on priorities?

The Executive Committee uses a formal voting process with input from Working Groups. The governing documents provide structured resolution mechanisms.

18) Are additional OEMs and partners expected to join?

Yes. The Alliance is designed for expansion, and outreach to additional OEMs and ecosystem partners is active. Membership pathways for Associates and Affiliates are being operationalized through the Executive Committee.

19) Where can I find the official announcement and media contacts?

See the press release announcing the SRM Alliance (with quotes from Decisiv, PACCAR, Isuzu, KPIT, and a dealer perspective) and contact Decisiv’s VP of Marketing, Rob Ziemba - rziemba@decisiv.com or 908-246-3183, for interviews and assets.