

## Sinotrust Analyzes the Cases on Auto Database Marketing Service

Beijing, June 4, 2010---On the morning of June 4, Lin Lei, Co-President & Joint CEO of Sinotrust, was invited to the “2010 (7th) China Data Mining and Business Intelligence Symposium & Cross-Strait Applied Statistics Symposium” organized by the School of Statistics of Renmin University of China. As a platform for idea exchange on data-mining theories, development and application, the symposium gathered the most talented minds from mainland China and Taiwan in this field. Nearly 150 participants from Renmin University of China, Fu Jen Catholic University, National ChengChi University, Fudan University, Xiamen University, and other software and database marketing service providers shared their research achievements in data mining and business intelligence at the symposium.

Sinotrust, China’s largest auto marketing solution provider, has a slew of successful cases on auto database marketing and business intelligence services. At this symposium, Lin delivered a speech titled “From the Perspective of the Automotive Industry: The Development and Future Trends of China’s Database Marketing and Business Intelligence”.



Lin first introduced the characteristics of the development of the Chinese automotive industry. Between 2001 and 2009, the Chinese auto market kept growing in leaps and bounds at an annual rate of 24.5%. In the face of the global economic slump in 2009, China edged out the U.S. as world’s largest auto consumer by selling over 13 million vehicles in that year. Over the past 16 years since it pioneered the auto market research field in 1994, Sinotrust has witnessed the fast growth and remarkable changes in the Chinese automotive market. Vehicles, which were once luxuries, are fast becoming an everyday item, with family cars replacing business cars to become the main force in the auto market and compact

family cars taking an increasingly larger share in the high-end segment; auto consumption is becoming more diversified with the market shares of SUVs and MPVs swelling; the market that used to be dominated by Santana, Jetta and Fukang now launches over 80 models every year; and auto consumption is expanding to tier-3 and 4 cities from tier-1 and 2 cities.

Sinotrust believes that automakers need different research and consulting products or services at different development stages. Lin mentioned that the Chinese auto market has gone through the product competition period, the dealer network competition period, the brand competition period and the database marketing competition period. During the database marketing competition period, customer data management and marketing management platform building should be automakers' marketing priorities or objectives. Sinotrust provides automakers with the following services: customer data integration and cleansing solutions, data analysis/mining, business intelligence and customer intelligence, BICC (business intelligence capability center) solutions, marketing automation solutions, and customer satisfaction and loyalty improvement solutions etc..

Lin also analyzed several auto industry related cases concerning data integration and quality management, data mining and business modeling, business intelligence and direct marketing. Most Sinotrust's clients are the leading automakers in China. By using Sinotrust's services or products of data quality improvement, database management, data mining, marketing platform building and business intelligence capability building, these clients are gaining more competitive advantages in the auto market.

As a dedicated team that provides automakers with leading and relevant database marketing and business intelligence services, Sinotrust Business Decision Solution, headed by Tiger Li, a senior expert in database marketing, has gathered talented people in data management, data analysis and mining, marketing strategy design, direct marketing and business intelligence.

For more information on this business, please contact:

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### **About Sinotrust Business Decision Solution**

Sinotrust Business Decision Solution provides our client companies with marketing management solutions based upon the industry and customer full life cycle. Our all round consulting and implementation services include customer data integration and cleansing solution, data analysis/mining solution, business intelligence & customer intelligence (BI&CI) solutions, business intelligence capability center (BICC) solution, CRM solution and marketing automation solution. We help our clients to establish complete and unified single-view customer information, make better marketing and

promotional decisions, and develop sustainable & profitable customer relationship.

### **About Sinotrust Automotive Marketing Solutions**

Sinotrust is a leading supplier of marketing solutions to the Chinese automotive market. With offices in Beijing, Shanghai and Guangzhou, we have a team of over 260 skilled professionals devoted to our automotive marketing solutions. Our Automotive Marketing Solutions integrate information, services and technology to provide marketing research services, marketing consulting & business strategy services and database marketing services, helping automotive companies position their products correctly, identify target markets accurately and conduct effective marketing so as to develop sustainable and profitable customer relationship.

### **About Sinotrust**

Sinotrust is a leading supplier of marketing solutions and credit solutions in China. We collect, analyze and manage information about markets, consumers and businesses to provide marketing research, business information, consulting and database marketing services through integration of information, services and technology. Our products and services help you make better marketing and credit decisions and develop profitable customer relationships.

Over 80% of the Fortune 500 companies operating in China are using different products and services of ours. We employ over 700 people in our offices in Beijing, Shanghai and Guangzhou, supporting organization clients from automotive, financial services, insurance, retail, telecommunications, IT, manufacturing, consumer products and trade sectors.

At the beginning of 2007, Experian, the leading global information services company, made a strategic investment in Sinotrust with both capital and know-how. The investment keeps on improving our service capabilities.