



# Parker Collision Intelligence

## *Our Value Proposition: Redefining Operational Velocity*

*Parker Collision Intelligence* provides blue-chip insurers with strategic control over repair capacity, indemnity cost, operational velocity, and long-term protection against Private Equity dominance — delivered through vertical integration, procurement reform, mentoring and Theory of Constraints-based workflow transformation.

### **Core Strategic Advisory Services**

- **Private Equity Risk Analysis & Mitigation**
  - Assessment of PE-backed repair group dominance risk
  - Geographic capacity vulnerability mapping
  - Supply-chain leverage analysis
  - Exit-cycle and financial fragility assessment
- **Strategic Blueprint Development**
  - Transition from “Price Taker” to “Market Maker”
  - Long-term supply chain resilience planning
  - Net Combined Ratio improvement strategies

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### **Network Control & Indemnity Cost Reduction**

- **Direct Paint Procurement Framework**
  - Global tri-partite paint agreements
  - Margin reclamation & rebate capture
  - AI-enabled colour management integration
  - Training & process optimisation alignment
- **OEM Parts Centralisation Strategy**
  - National / Pan-European OEM frameworks
  - Cost-plus billing controls
  - Parts transparency & audit protocol design
  - Guaranteed T+1 logistics modelling

- **Hybrid Fixed-Price (ARC) Modelling**
    - Average Repair Cost architecture
    - Dynamic K2K-linked performance thresholds
    - Inflation-indexed cost controls
    - Actuarial reserving stabilisation
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## Network Operational Excellence & Performance Acceleration

- **Continuous Workflow Mentoring (TOC-Based)**
    - Bodyshop Revolution.ai implementation
    - Constraint identification & synchronised production
    - Buffer management & “Murphy” neutralisation
    - Throughput accounting integration
  - **Key-to-Key Compression Programmes**
    - Reduction from 10–14 days to 3–4 days
    - Credit hire leakage reduction
    - WIP stabilisation
    - Predictable output modelling
  - **High-Volume Site Pilot (“Sprint”) Programmes**
    - 12-week performance transformation pilots
    - Targeted high-friction repairer intervention
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## Vertical Integration & Capacity Ownership

- **Strategic M&A Advisory**
    - Acquisition target identification
    - Internal capacity modelling
    - Post-acquisition TOC re-engineering
    - Cultural & operational change management
  - **Organic Infrastructure Development**
    - Hub & Spoke model design (Nexus & Node architecture)
    - Fast-track and Technical Excellence centre development
    - Greenfield site design for EV / ADAS / Composites readiness
    - Capital deployment modelling
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## Claims & Technology Integration

- **AI & Digital Claims Strategy**
  - Repair AI vs Insurer AI alignment
  - Algorithmic inflation mitigation
  - Proprietary workflow software integration
  - End-to-end claims data visibility

- **Closed-Loop Claims Ecosystem Design**
    - Salvage integration modelling
    - Subrogation optimisation
    - Internalised credit hire control
    - Total Claims Management architecture
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## Executive-Level Consulting & Transformation

- **Board-Level Strategic Advisory**
    - PE impact briefings
    - Market consolidation forecasting
    - Risk exposure modelling
  - **Change Management & Cultural Transformation**
    - Operational re-wiring of legacy shops
    - Performance incentive redesign
    - Flow-based management training
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## Why Leading Insurers Engage with PCI

- **NCR protection:** We help insurers navigate the increasing geographical challenge of private equity-based MSOs and their negative influence on combined ratio performance.
- **Repair Network Support:** Our experience in delivering high performance to insurers enables us to support their existing repair network deliver extraordinary results.
- **Drastic Cycle Time Reduction:** We consistently cut Key-to-Key times by over 50%, moving toward a stable 3-day repeatable cycle.
- **Increased Touch Time:** Our methodology increases daily touch time from the industry average of 2.5 hours to 4.5+ hours per vehicle.
- **Predictability and Trust:** By eliminating "business noise" and managing the primary constraint (the bottleneck), we provide insurers with absolute certainty on delivery dates and performance outcomes.
- **Cost & Indemnity Mitigation:** High-velocity repairs, lower administrative friction, and improve policyholder satisfaction create world beating network relationships.
- **Subrogation:** We restructure subrogation modelling to ensure repairer/insurer empathy for a win-win goal, delivering significantly stronger insurer CR and EBITDA for collision shops.



## Proven Leadership: Jon Parker

*Parker Collision Intelligence* and global associates work in the repair and insurance industry, led by Jon Parker, a 40-year industry veteran and the creator of the **Bodyshop Revolution.ai** workflow model. His experience includes:

- **Managing Director at Halo (UK):** Transformed a 10-site group into the UK's 3rd largest MSO (\$90m turnover) organically building an additional 29 sites in under four years.
- **Industry-Leading Performance:** Achieved sub-3-day average K2K across 30,000+ annual repairs with a 4.9/5 Trustpilot rating from 11,000+ reviews.
- **Global Implementation:** Successfully implemented reduced friction TOC-based systems for insurers and repairers across Europe, North America, the Middle East, and Australia.
- **Award-Winning Innovation:** Recognised with Bodyshop Magazine's Outstanding Achievement award for leading the EAST project, which established modern industry estimating and accreditation standards.

## Parker Collision Intelligence: Operational Velocity... Delivered

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