

# “This system thinks like we do.”

*Ray Koenig  
President  
Koenig Equipment, Inc.*



## Ray Koenig thinks customers should always come first.

Ray and his staff track the details of every unit of equipment sold or serviced for every single customer who's visited any of Koenig Equipment's 7 branches.

Sound like a headache? Not with a system that thinks like you think! Ray's staff often know what their customers need before they walk through the door!

PFW offers a totally integrated management system that allows you to record, analyze and access real-time information about your dealership — when you need it, where you need it.

From complete customer profiles to parts and service management to financial reports and beyond, PFW designs dealer solutions for dealer needs.



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