

PFW IntelliDealer
Dealership Management System

Integrated.

Evolutionary.

Reliable.

Ready to help you make the most of your **JOHN DEERE** dealership!

The Evolutionary Approach to Dealership Management Systems.

PFW's approach to Dealership Management System design is based on the stability of evolutionary development and the benefits of consultative relationships with our customers.

PFW has been serving the equipment distribution industry for nearly 30 years and has the only true browser-based solution on the market today. We have never abandoned our core system. Rather than starting from scratch and dealing with the inevitable disruptions and growing pains, PFW has built our industry-leading IntelliDealer Dealership Management System upon the solid foundation of our core system to give our customers a system they can rely on, day-in and day-out.

Every year, the PFW IntelliDealer Dealership Management System grows and improves based on recommendations from Dealers just like *you*. In fact, we have always felt that our system was "Built by Dealers, for Dealers" – a claim that becomes all the more meaningful when you consider the PFW system was originally developed and owned by a John Deere Dealer.

Through careful planning and development, close relationships with our customers, integration of new dealership practices and building on a rock-solid foundation, PFW IntelliDealer has evolved into *the* full-service, reliable solution for John Deere dealerships!



Evolving to Meet Your Changing Needs.

In the last 10 years . . .

- ...PFW has ensured our Dealers can retrieve over eight years of detailed history.
- ...our robust Rental module has given our Dealers a competitive advantage when it comes to rent-to-rent, rent-to-own and re-renting.
- ...the Multimedia module has enabled users to scan and electronically file "paper" documents for easy access and reproduction.
- ...the Used Equipment Evaluation module was created to help Dealers accurately and easily price used equipment.
- ...PFW IntelliTech was released to streamline time-management processes for service technicians at the dealership and in the field with PFW MobileTech.
- ...the Data Miner feature was created to allow Dealers to build customized reports from user-defined selection and sort order criteria.
- ...PFW Traffic has allowed Dealers to more efficiently and easily keep track of the exact current location and movement of each piece of equipment in their fleet.
- ...eServices has helped our Dealers provide e-business solutions, including online account information, parts ordering, maintenance scheduling and many others.
- ...PFW has introduced a wide range of modules and features designed to help ensure the long-term success of John Deere Dealers across North America.

The Power of Integration That Only PFW Can Provide.

Integration has been a cornerstone of the PFW Dealership Management System from day one, as each component has been designed to integrate flawlessly into the overall system, no matter how many lines your dealership carries.



PFW develops all of our software products internally. It is this internal expertise that helps ensure that every module and feature of PFW IntelliDealer runs smoothly and efficiently – to help you manage nearly every aspect of your business... across departments, branches and companies.

From the easy-to-use dashboards like the Sales Support Portal and the Customer Portal to the specialized nature of eServices, IntelliTech and MobileTech, PFW IntelliDealer can help you gain a competitive advantage within your marketplace. PFW IntelliDealer also integrates Wireless Inventory Control applications as well as the power of rental-specific software and a wide range of other technologies, including digital signature capture pads and online credit card authorizations.

Beyond integration with Open Database Connectivity (ODBC) based PC programs such as Microsoft Excel, PFW also works with John Deere and other OEMs to provide our customers with more interfaces to manufacturer programs than *any* other Dealership Management System provider. We are proud to support your success with John Deere as well as other vendor lines.

Get the Information You Need, When You Need It.

When it comes to business solutions, information is only as good as the way it is presented. PFW IntelliDealer is designed to clearly and simply provide you with the important information your dealership needs using a variety of customizable, on-demand information portals and dashboards.

- ▶ **Home Page:** Your personally customized Home Page is a perfect starting point for your day and can include everything from scheduled calls and meetings to staff birthdays and weather reports as well as inventory and sales details.
- ▶ **Management Central:** A live, single-screen dashboard designed to help eliminate report delays, Management Central offers customizable, interactive executive-level reporting.
- ▶ **Sales Support Portal:** The Sales Support Portal is a customizable, single-screen dashboard that displays a high-level overview of a Sales Associate's customers to help manage sales tasks and provide easily accessible details about each customer.
- ▶ **Customer Portal:** Business is about serving customers and Customer Portal helps you do just that by providing a global view of your customer's information on one easy-to-navigate dashboard.

*It's Customer Relationship Management (CRM)
Tuned for Your Dealership's Needs!*

The Peace of Mind That Comes With Total System Reliability.

It doesn't matter how full-featured or impressive a Dealership Management System is if it is not reliable – which is why the proven stability of PFW IntelliDealer helps make it the industry's leading business solution.

With software developed through an evolutionary process to ensure a solid foundation and reliable, highly secure hardware designed to keep IT costs and downtime to a minimum, the PFW IntelliDealer Dealership Management System offers the best of both worlds.



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Proven Solutions and Protection

Featuring server maintenance offerings through IBM, the worldwide leader in hardware maintenance, and disaster recovery and redundant system options to protect your data and your investment, PFW IntelliDealer provides true peace of mind. However, peace of mind is about more than just dependable software and proven hardware, it is about knowing your business solution provider will be there for you when you need them.



Full-Service Support and Training

No matter where you are, you can rely on PFW's Customer Support Representatives to provide you with the help you need to keep your business running smoothly. Beyond online and telephone support, PFW also offers a wide range of training, workshops and Best Practices engagements to ensure you and your staff are able to take advantage of everything PFW IntelliDealer has to offer.

Did You Know?

- ▶ The largest John Deere Dealer in North America runs PFW IntelliDealer.
- ▶ PFW is one of the two largest providers of Dealership Management Systems to John Deere Dealers in North America.
- ▶ Since PFW IntelliDealer is browser-based, you can access it from just about anywhere – whether it is across town, across the state or across the world.
- ▶ John Deere Dealers like RDO Equipment Co. and Atlantic Tractor LLC have been instrumental in the development of PFW IntelliDealer modules such as Used Equipment Evaluation and Customer Portal.
- ▶ PFW IntelliDealer allows you to participate in John Deere programs and enjoy robust integration with John Deere applications and data.
- ▶ PFW supports John Deere dealerships across all segments, including agricultural, construction, forestry, consumer products and mining.
- ▶ PFW stays in close contact with our customers and industry vendors to maintain and update the largest selection of interfaces offered in the industry – as well as John Deere specific interfaces, including:
 - ▶ JDC Connect2
 - ▶ JDMINT Complete Goods Order
 - ▶ JDPARTS
 - ▶ JDPOINT Pathways Parts Order Download
 - ▶ JDWIN
 - ▶ PMPPro EPC
 - ▶ QUALCOMM GlobalTRACS Solution
 - ▶ Longview Advantage vShepherd / FleetReach
 - ▶ John Deere Ag Best Buy / Good Deals
 - ▶ John Deere Customer Marketing (SFI) Download
 - ▶ John Deere Data Transfer Facility (DTF)
 - ▶ John Deere Equipment Remarketing Services (ERS)
 - ▶ John Deere MST / SPG
 - ▶ John Deere Parts Locator
 - ▶ John Deere Parts Receipt
 - ▶ John Deere Pathways Parts Price Upload
 - ▶ John Deere Retail Notes
 - ▶ John Deere Signature Process
 - ▶ John Deere Special Terms
 - ▶ John Deere Statistical Probability Stocking Upload
 - ▶ John Deere Web PartsEXPERT
 - ▶ JDPOINT Parts Availability



PFW works closely with John Deere to ensure additional first-to-market interfaces are added whenever possible to help John Deere Dealers save time and increase integration.

Ready to help you make the most of your **JOHN DEERE** dealership!

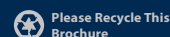
PFW IntelliDealer
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850 Medway Park Court
London, Ontario N6G 5C6
Canada

TEL (519) 474-3300
FAX (519) 474-3949

info@pfw.com
www.pfw.com



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