April 2012

Software Enhancement Requests (SER)

Learn more about our process for managing customer requests

As part of PFW’s ongoing effort to continuously improve your product experience, we would like to take the opportunity to re-introduce you to our Software Enhancement Request (SER) process, including an overview of how it works, a reminder of the best way in which to enter your requests, and, lastly, provide you with a peek at where we’re going with the SER process in the future. Please see below for more information.

What are the steps in the “Top 5” SER process?

1. You enter your SER items, identifying them as an enhancement request or a quote request (if you are willing to fund the cost of the development of your modification) using the form in the SER database on the PFW Members Only web site.

2. Identify your “Top 5” items. This will let PFW know which requests are the most important to you. If you wish to enter more than a total of five requests, we encourage you to do so, but PFW’s focus will be on your “Top 5” requests to ensure that each of our customers has an equal opportunity to influence our product development.

3. The PFW SER team periodically reviews the list of SERs, and determines which of those should be considered as enhancements to the product. If necessary, the team will follow up with you for more information about your request.

4. If your enhancement request is chosen to be recommended for inclusion in the software, it is assigned as a development project for a future release or as part of a service pack in a future release and you will be notified and advised of the targeted release or service pack. If your request is not chosen, you will also be notified.

5. Once development of the enhancement has been completed, you will be notified, at which point the SER will move to the “Completed in the last 2 years” section of the Members Only web site and no further action from you is required. All enhancements remain the property of PFW.
How can you make the most of the SER process?

- Please provide as much detail as possible with your SER, so that PFW receives a clear and precise definition of the business problem you are trying to solve. If possible, include screen shots, mock-ups, or any other examples of the requested enhancement, as these will be helpful in evaluating your request.

- Review your SERs on the PFW Members Only web site on a regular basis. PFW regularly responds to SERs that have been entered by customers, either asking for further clarification, or, in many cases, providing suggestions on how the requested functionality can be accomplished within the existing software.

- Remember that you have access within the Projects database on the PFW Members Only web site to track the status of approved enhancement requests.

What else is coming down the road to improve the SER process?

- In the past, PFW has made use of focus groups to discuss and review certain areas of the application. Going forward, we are looking to establish similar User Groups, which will have input into the decision-making process regarding the areas of software enhancement that should receive priority.

- Similarly, PFW is investigating the use of a Dealer Advisory Board to help manage the task of setting priorities, as well as to provide a group perspective on the enhancements that our customers are asking us to consider.

As always, PFW appreciates the commitment from our dealers in helping us to continue to keep the PFW Dealership Management System the leader in the heavy equipment market.

If you have any questions about the SER process, please contact me directly.

Sincerely,

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Request More Information
For more information on these software features or to order the latest release, contact PFW Client Services at 877.289.2670.