

Improve Equipment Handling

PFW INTELLIDEALER: KEEPING PACE WITH THE FORECASTED ECONOMIC UPTURN

BY KYLLA BERGERON

Equipment handling is at the heart of dealerships' core business of assisting customers with their construction and agricultural needs. Considering that forecasts tell us there will be an increase in all aspects of dealership operations in response to expected economic improvement—including a higher investment in both rental fleets and equipment inventory—it is imperative that dealers formulate a strategy in order to manage the increase, handle their larger fleets and maintain customer service levels.

Customers want a “painless” experience when they initially enter a dealership, and this often determines if they will return. Service inefficiencies such as duplicate invoices, insufficient equipment detail, and general confusion regarding the dealership's inventory should be avoided when a host of competitors exist that are willing to serve them better. This is essential when one considers the simple fact that the all-important product support effort, and all of its potential as an aid to absorption, is moot unless market penetration is achieved.

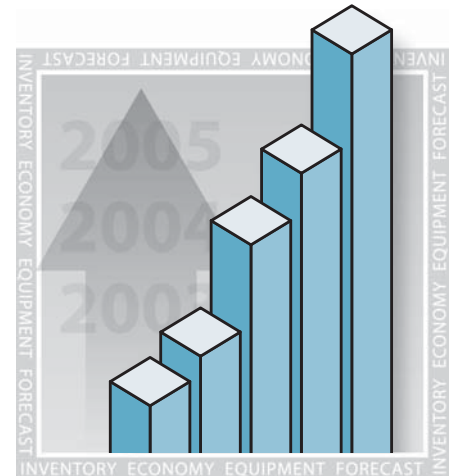
Increasing Equipment Turnover

According to the Association of Equipment Distributors, equipment sales and rental are on the rise, with approximately 88%

of surveyed dealers expecting increases in gross revenue. Of those dealers, 81.5% expect an increase in revenue from new equipment sales, 60.9% expect an increase from used equipment sales, and 70.4% expect an increase in rentals. It was also found that the majority of the dealers polled predict that they will invest more in their equipment inventory (67%) and rental fleets (60%), yet expect to have less excess inventory to deal with, which means that more equipment will be moving in and out of the dealership (“2004 Business Outlook: Headed in the Right Direction”, *Construction Equipment Distribution*, January, 2004). These expectations are being strengthened by factors like the weakening U.S. dollar that make imports more expensive to consumers (“Investment, Weak Dollar Add Power to Manufacturing Industry”, *Chicago Tribune*, December 26th, 2003).

To add to this data, the Association of Equipment Manufacturers reports forecasted sales of agricultural equipment to increase an average of 5.5%, with interest rates being the biggest factor contributing to or inhibiting growth. The industry is becoming more competitive, with a great deal of consolidation, requiring equipment dealerships to find new ways to increase and maintain their sales and keep their business viable. According to TradeStats Express, a trade information system accessible through the U.S. Government Export Portal, total American imports and exports of equipment are steadily increasing, yet are maintaining a positive trade balance with the majority of trading partners, indicating a higher volume of exports than imports.

The expected increased investment in equipment means dealership purchasing will be up, necessitating improved inventory management. Dealers will be well prepared if they have—and can effectively manage—information regarding machine



The expected increased investment in equipment means dealership purchasing is up, necessitating improved inventory management.

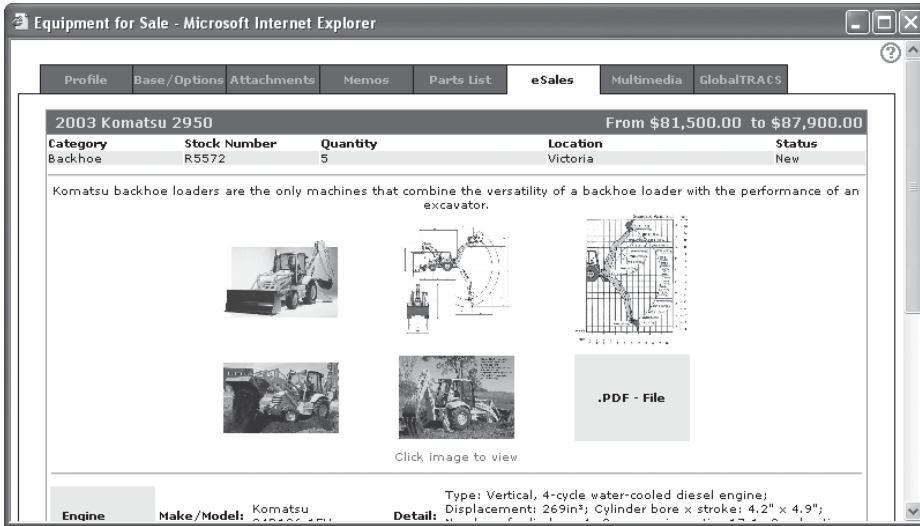
location, its movement and use, as well as machine specifications, parts, and options. An improved knowledge base for equipment inventory is a top management competency, as Product Support Sales Representatives will be better informed about equipment and will in turn be able to offer improved customer service.

As industry commentator Ron Slee states in his article “Happy New Year” (*Construction Equipment Distribution*, January, 2004), “The people serving customers must know their products and services and be able to communicate effectively with the customers in determining their needs in parts and labor so their equipment operates as it was designed to work.” Similarly, Jeff Lashley, owner of Lashley Tractor Sales in

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Maintenance of your eServices equipment list is performed through the eSales tab.

Lithonia, Georgia, notes, “Managing inventory so that we have the right equipment for the customer at the right time while wisely and actively managing our balance sheet is critical to the success of our business.”

As well, larger rental fleets at dealerships underscore the need for diligence regarding equipment location and authorized boundaries, specific diagnostic information, and security considerations.

PFW and Equipment Management

Within PFW IntelliDealer Product Support’s Equipment module, a dealer can easily and effectively manage equipment-related data—quotes, invoices, inventory traffic, profiles, service agreements, and invoice history—and in doing so, provide a higher quality of service to their customers. Ron Slee

suggests that “the methods and systems we use must provide us information and tools in a cost-effective and productive manner. It’s no longer acceptable to have cumbersome and repetitive procedures.”

Using tools such as the new interface within the QUALCOMM® GlobalTRACS™ system (see “Equipment Tracking Automation” on page 3), the Equipment module helps keep track of equipment inventory. In addition, this interface promotes improved customer service by facilitating the management of service agreements, including the up-to-date data collected from machines.

The Profile and Base & Options features allow the dealer to maintain all of the information related to each piece of equipment, keeping the inventory descriptions accurate. This

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Product Support: Equipment Quoting

Equipment selling is the “first deal” for dealerships. It is often the first point of contact a customer has with your staff, and can be the foundation for a continuing relationship. With this in mind, the Equipment module of PFW IntelliDealer’s Product Support application assists dealers in the management of their equipment sales, from the initial quote through to service agreements. Quoting allows for the creation of an accurate quote that can quickly be converted to an invoice. The quotes can also include trade-in details, parts, and miscellaneous charges, which help eliminate the hassle of multiple quotes. Integration with eServices’ e-commerce suite allows customers to view both quotes and invoices online.

“The two nicest features of Equipment for us are quoting and having the ability to add parts to the wholegoods invoice,” says Greg Hamilton, owner of Hamilton Farm Equipment Center in Okanogan, Washington. “We have been able to eliminate the old hand-written quotes, and now all the equipment quoted is on the screen so that anyone can see what was quoted at what price if the customer comes in when the salesman is out of the office. And being able to add parts or accessories to the wholegoods invoice has saved us the added step of having to do two separate invoices to sell a customer a wholegood and a part or accessory.”

FROM THE EDITOR

Product Support

The first 2004 edition of the PFW Password is a continuance of the Product Support theme started in our last issue. As industry experts forecast an economic upturn, accompanied by increased equipment purchases, this PFW Password finds us approaching the topic from the point of view of the resulting elevated need to effectively and efficiently manage this inventory. If this need is met—particularly with the aid of PFW’s management products—residual opportunities exist to provide better product support, improve customer service, deepen customer loyalty, and, ultimately, increase customer retention.

To that end, our lead story, “Improve Equipment Handling”, focusses on optimizing the handling of your growing equipment inventory through the Equipment module of PFW IntelliDealer’s Product Support. As is outlined, Product Support’s features are designed to help you keep pace with your growing business. In order to complement this story, you’ll find articles on PFW’s exciting new relationship with QUALCOMM—and the resulting equipment tracking interface, as well as a feature on PFW’s service agreement management products, real-world implementation advice from Ontrac Equipment Services Inc., a how-to regarding the accurate creation of those all-important service quotes, and a first-person review of PFW’s visit to January’s CONDEX show in Orlando, Florida.

So please, take some time out of your busy day to sit back and read the Spring, 2004, PFW Password.



Andrew Jones

Andrew Jones, Editor

PASSWORD

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includes the ability to drill down into costing, machine hours, configuration, eSales information, machine history, and make/model information. In-depth equipment details help with the knowledge base of the sales staff, so they are able to offer more information to the customer, and can determine customers' needs regarding equipment options.

The Traffic feature facilitates the management of the movement of the equipment inventory, allowing the dealer to keep track of where the equipment is going, to whom it is going, and whether the movement regarded new equipment, a rental, a demo, a loaner, was a location transfer, a purchase

or a trade-in. Being able to have all the equipment traffic information available in one place improves the efficiency of the management of increased equipment sales and rental numbers. Additionally, customers will not be put in a position where, for example, they are told a machine is at the dealership when, in fact, it had been sent out for demonstration purposes.

Service agreements contribute to the success of the dealership (see "Tap Into Your Service Potential" on page 4), and the ability to handle them along with all related data can provide the dealer with a competitive advantage. This is managed via the Service

Agreements feature that allows the dealer to oversee data related to service agreements and results in better customer service by facilitating the management of details regarding the customer, the agreement, the machine, and work orders.

Contact Us

As shown, equipment handling is an integral part of managing your growing business. For additional information on PFW IntelliDealer's Product Support, contact PFW Sales at (519) 474-3300, ext. 230. [PFW](#)

Kylla Bergeron is a Product Marketing Representative at PFW.

Equipment Tracking Automation

PFW RELEASES INTERFACE TO THE QUALCOMM® GLOBALTRACS™ SYSTEM

BY KYLLA BERGERON

PFW has released an interface designed to integrate QUALCOMM's GlobalTRACS system and PFW IntelliDealer Product Support's Equipment and Service modules. This fusion involves the collection of data from the GlobalTRACS system and the delivery of this data to PFW IntelliDealer. This system provides an effective way for dealers to protect and manage one of their most important assets—their equipment—and assists their product support effort.

The GlobalTRACS System

QUALCOMM's GlobalTRACS system is an advanced fleet-management system for construction and agricultural equipment that collects, delivers, and manages machine data. The GlobalTRACS system hardware is installed on any machine, allowing the dealer

to receive information on engine hours, location, and delivery status, as well as generate geofence reports and usage statistics.

By providing immediate access to equipment location and utilization data, the system helps reduce maintenance costs and improve asset utilization. Dealers can locate machines at any time using latitude and longitude co-ordinates or by proximity to the nearest city or town. Additionally, machine security is enhanced with the ability to monitor unauthorized usage or movement.

IntelliDealer Data Management

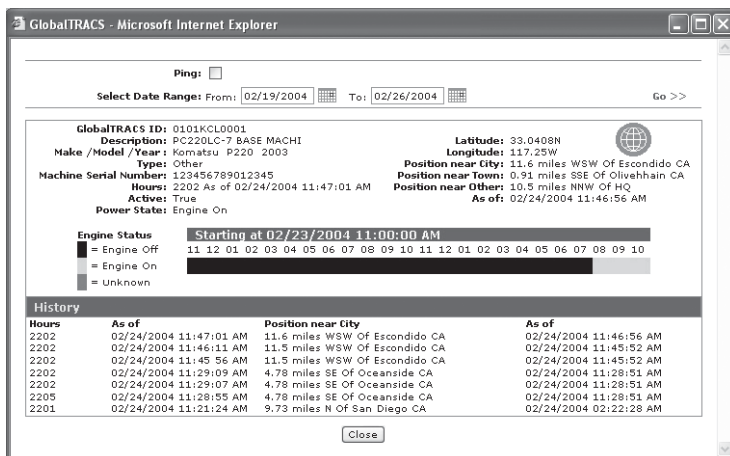
The collected data is available in the Equipment module of PFW IntelliDealer Product Support, where a user can view the machine's last-recorded location, as well as the history of the machine's movements over a user-defined period of time. This allows the dealer to let the customer know where the machine

dealer or the customer—to be in a certain area, addressing security concerns and providing the customer with peace of mind, or, if it travelled to a region where the charges to the customer may need to change, creating accurate prices for rental.

Additionally, information identifying engine-on periods and current engine status is also available. The machine hour meter information is key to this interface: This information integrates with PFW's Service Agreement Management by complementing the equipment inventory information in PFW IntelliDealer with updated hour meter readings, so service contracts that are based on machine hours can be managed easily within the PFW IntelliDealer system. The updated machine hour data will work with the preventative maintenance program in order to service the equipment on-time. With this ability, customers are informed when their machine requires service, so they will not run into issues involving poor service. Average daily usage is calculated from the machine hour data as well, in order to forecast when the machine is nearing a scheduled service.

As the relationship between PFW and QUALCOMM develops, and the capability of the software grows, an increased opportunity exists for PFW IntelliDealer owners to improve customer service. Definite advantages exist for those dealers who leverage the resulting increase in information depth with regard to their equipment inventory, service agreements, machine security, asset tracking, and diagnostics. [PFW](#)

Kylla Bergeron is a Product Marketing Representative at PFW.



The GlobalTRACS interface provides a sophisticated view of GPS-generated equipment data.

Tap Into Your Service Potential

PFW'S INTEGRATED SERVICE AGREEMENT FUNCTIONALITY

BY ANDREW JONES

Selling service is an effective—but seriously overlooked—way of increasing a dealership's profit margin. Preserving your dealership's labor business and selling the service support of your aftersale products is at more of a premium now than ever. Many dealerships may already have implemented a service agreement "system", but in a rudimentary fashion which, while better than no approach at all, fails to fully leverage this area of great potential.

Service agreements use an established cost for maintaining a machine for a fixed period of time—defined as "calendar" intervals or machine hours—so that the customer can determine the cost per hour of owning and operating their equipment, while eliminating unexpected costs that may occur without an agreement. Service agreements can be used internally, so that a dealership can account for and optimize its own fleet inventory, and utilize a pre-emptive strategy where regular equipment maintenance reduces failure rates—which is of value to the customer and reinforces customer loyalty and retention.

Ensuring the dealership performs critical maintenance work—on schedule—helps the dealership reduce downtime and liability and establish good customer relationships that will bring the customer back for future machine purchases, parts sales and service work, with the dealership's bottom line being the beneficiary. Service agreements provide customers with a comprehensive sales and service package that helps initiate and maintain a relationship with the dealer-

Status	Hour Meter	Scheduled	Job Code	Description	Work Order	Location
Completed	6250	08/22/2003	PM12	250 Hour Service	C86262	Bunderton
Scheduled	6500	11/27/2003	PM22	500 Hour Service	C86265	Bunderton
To be scheduled	6750	01/14/2004	PM12	250 Hour Service		
To be scheduled	7000	03/03/2004	PM32	1000 Hour Service		

In PFW IntelliDealer's Product Support, service agreement contract details can be easily accessed and maintained.

ship; a relationship that provides them with products and services, and consequently helps ensure repeat business.

PFW's Initial Solution

In order to address this area of opportunity, in 1998 PFW released Service Agreement Management (SAM)—an integrated system which allows dealerships to set up and maintain equipment service agreements. SAM features an easy setup, contains sophisticated management reports, possesses the ability to calculate future scheduled job dates, and is easy to use so that a variety of dealership staff can sell and maintain service agreements. As well, SAM possesses a powerful ability to project maintenance

costs for servicing equipment and calculate the dollar value of work completed through the entire maintenance contract, and the system also shows profit dollar amounts on-screen for each agreement.

IntelliDealer's Service Agreements

PFW IntelliDealer's Product Support contains all of the logic and functionality of SAM, but with a sophisticated option set and the additional power that is inherent in its browser-based interface. Product Support allows users to access Service Agreements in order to view the details of an existing agreement, or create a new one.

Users can click on a stock number link in order to drill down to machine details,

Service Agreement Work Flow

- Define the service agreement program names, or codes, and the period and frequency for each make and model of machine for which you will be performing planned maintenance
- Sign service agreements with your customers and configure the program, if this has not already been done
- Add the contract
- Determine which service agreement jobs are due, and when
- In advance of the job's due date, contact the customer to verify the current hour meter reading on the machine and an appropriate time for the work to take place
- Adjust the scheduled dates, if required, and create a work order
- Perform the work

Customers are provided with a comprehensive sales and service package that helps initiate and maintain an ongoing relationship with the dealership.

including unit history and specifications, create a memo, or update hours, as well as scheduled work order details and any work-order segment details. Also available is the ability to preview a scheduled work order, or work order with details, as well as

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the facility to add a work order, or decline the service for an unscheduled contract.

Additional functionalities include maximizing equipment availability through scheduled maintenance, an increase in the sense of security regarding equipment's condition, and minimizing the potential for liability because of regular safety inspections (this also applies to the dealership's rental fleet, where decommissioned units become a liability).

Within PFW IntelliDealer's Management Central—designed as a way for dealership owners and managers to pull quick-and-easy business overviews out of the database and “feel the pulse of the business”—the Service Agreements feature is integrated in order to see, for example, a list of service contracts. Users may drill down on a contract in order to see an overview of all work orders, or on a stock number in order to see machine details.

Customer Integration

In order to make the Service Agreement program more accessible and easy to use for its customers, a dealership can provide them with a perspective via the browser-based My Equipment – My Service Contract window of PFW eServices. From there, customers may e-mail the dealership a question regarding the contract, or drill down for details of their contract.

If customers need to update hours, a link allows them to display the make, model, description and serial number of the piece of equipment selected and shows previous hour meter readings. After entering the current hour meter reading of the equipment to update the dealer's records, and submitting it to the dealer, the customer can then click on a link if they have any questions about their machinery, then enter a message and submit it. This update of machine hours is critical to the

calculation of estimated job dates: for best results, the dealership must be diligent, in that an accurate input will result in a more powerful output of that information. For more on the automation of machine hour updates, see “Equipment Tracking Automation” on page 3.

Impact

When PFW's integrated service agreement management software is added to a committed implementation and administration, the software will assist you in the selling and maintenance of service agreements, helping you capture at least part of your dealership's formerly elusive service business. The residual effect is strengthened customer relationships, which leads to improved customer retention and the potential for an increase in dealership profits. [PFW](#)

Andrew Jones is a Creative/Technical Writer at PFW.

Ontrac & Service Agreements

DARRELL JANZEN OF ONTRAC EQUIPMENT SERVICES INC. DISCUSSES PFW'S SOLUTION



Darrell Janzen has been with Ontrac Equipment Services Inc. (formerly A.H. VanCamp) for over 14 years. With management experience in parts, wholegoods inventory, inside sales/

rentals, product support and service, he is currently Ontrac's Corporate Preventative Maintenance Manager.

PFW Password: Could you provide an overview of your implementation of PFW's Service Agreement Management (SAM) and advice on how to get started?

Darrell Janzen: SAM is based on flat rates so implementation has to start with the creation of flat rates. We had many of the flat rates created before we considered purchasing SAM. The more detail that goes into the flat rates, the more efficient the whole PM process is. This can be a rather large undertaking.

Flat rates are all based on models, so we also had to take time to clean up all the model fields in the system and establish procedures for the sales department when entering new stock numbers. Consistency is vital.

At first, we attempted to train all the service managers on the whole SAM program. This turned out to be highly impractical. One person needs to administer the program and the software. Individual service managers can be trained to open work orders and run reports but it is critical that one person load the flat rates, create new contracts within SAM and generally administer the program software.

There is (can be) a considerable amount of work that needs to be done before implementing SAM. Even with a large amount of flat rates already created in our system, it was two to three months of dedicated time before we could convert one branch over to the system.

SAM has its shortcomings and most can be worked around, but it takes one person to really understand the system. It would be a mistake to assume that all service management would truly understand the whole PM process—loading new agreements, modifying services, and creating customized service schedules.

PFW: Could you offer a brief description of how you use SAM to sell service to your customers?

DJ: SAM is a tool that shows customers how dedicated we are to a complete maintenance program. It allows us to present how we are much more than just an “oil and lube” shop. We can proactively run reports to predict services; we can organize future services in a manner that is productive for both the customer and the dealership; we can create customized services for customers and then consistently deliver them; and we can provide customers with reports on equipment costs.



PFW: Could you list what you believe to be the benefits of SAM to dealerships?

DJ: Allows one central source of information and control for the servicing of customers who work in several

- branches' territories (transient)
- Provides key financial information to allow management decisions in regards to tools and manpower required
- Allows for consistency of services and pricing for the entire dealership (we are a 20+ branch dealership)
- Helps avoid missing scheduled services (and lost revenue)

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PFW IntelliDealer Step-by-Step

Product Support: Service Quoting

Today, equipment and service quoting has become a prerequisite for dealer business systems. Quoting in PFW IntelliDealer's Product Support allows you to create an accurate service quote, which is essential to your dealership's product support effort.

Additionally, in combination with PFW eServices, your customers can access outstanding parts, service and equipment quotes, view quote details, accept a quote and schedule service, as well as request a quote.

- 1 Navigate to Product Support, Service, and select Quoting.
- 2 Click on the "Need to create a quote?" link.
- 3 Select the customer to whom the quote applies. Ensure that the following required fields are complete: customer, salesperson, and description. The expiry date field is automatically filled in and can be overridden as necessary.
- 4 Click on the "Click here to add segment" link.
- 5 Configure segment tabs: Details, Parts, Miscellaneous Charges, Comments, and Print Parameters.
- 6 Notice the Quote or Estimate radio buttons that allow you to categorize the work order as a quote or as an estimate—this flag determines what is being issued. If Quote is entered, then the amounts entered will be the amount actually charged when the work order is closed. If Estimate is selected, then estimate amounts can be entered for reference only—they will have no impact on the customer work order.
- 7 Accept the quote: use the Save button to save the screen, or the Save/Exit button to return to the main Work Order Quoting screen, where the quote has been added to the list of quotes. Use the Totals button to compare the quoted with the actual Hours, Margin %, Parts, Labor, Sublet, Service Call, Delivery, Miscellaneous, Tax, and overall totals, and the Close button to return to the Quote Header screen.
- 8 Print the quote. By doing so, the quote will appear in eServices. Alternatively, you can click the "Display in eServices" checkbox on the Quote Header screen.

Work Order Quoting - Microsoft Internet Explorer

Quote Header

Quote Header Reference Numbers: Pending Location: Bunkerton

Customer: 0235186400 Total A/R: 1,268.46 Credit Limit: 3,400.00 EE Display in eServices: 8

Salesperson: 036 Sold To: Ed Michaelz, 123 Morgan Street, Wichita KS

Description: JD 7700 Ship To: Ed Michaelz, PO Box 456, Wichita KS

Expiry Date: 11/10/2004 PO Number: 059073 Ship Via: 67004

Work #2356158 and his work hours are 8:00 am to 5:00 pm

Parts: Tax 1: Add 5% to list Labor: No Tax Regardless Tax 3: 0003

Tax 2: No Tax Assigned No Tax Regardless Tax 4: 6

Discount: No Disc Assigned No Disc Assigned

Quote Segment Results to display: 5

4 Job Code: Click here to add segment Hours Total \$ Status

Save Close

Work Order Quoting - Microsoft Internet Explorer

5 Details Parts Miscellaneous Charges Comments Printing Parameters 8

Segment 1 Add

Reference Numbers: 001810 Pending Location: Bunkerton

Stock Number: Status: Customer Technician: BENDS 6 Quote Estimate

Job Code Number: 10-10-001 Quantity: 01 Rate Codes: 01 Rate/Hours: 50.00 Hours: 5.00

Make/Model: JD 7700 F Add On Hours: 0.00

Estimated Completion Date:

Descriptions: VALVE LIFE, CHECK (DOES NOT INCLUDE ROCKER ARM COVER R&R) Adjust valve clearance.

Click here to copy job code description.

7 Save Save/Exit Totals Close

When necessary, click on the quote in the main Work Order Quoting screen in order to adjust the quote, or, by using the appropriate links, convert the quote to a parts quote, or accept the quote—by whatever segment(s) you require—and create a sales requisition, and/or create a work order.

“We can present a seamless, transparent service solution for our customers’ equipment that often the competition cannot.”

Darrell Janzen Ontrac Equipment Services Inc.

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- Helps us perform the correct service for the customer (before SAM, customers often got repeated services or critical services were missed)
- Assists us in managing the “total cost” contracts that we have
- Assists us in proactively renewing contracts that are about to expire
- By tying into the PFW Quote system, our parts people and techs never have to look up any parts for scheduled services—parts requisitions are automatically created—which creates a huge savings in unrecoverable technician labor

PFW: Can you provide recommendations on how to use SAM?

DJ: To use a quote from another dealership, “The PM (Preventative Maintenance) program must be one of discipline.” It is no different than any other program in that the more (accurate) information you input, the more you can utilize the information. Conversely, garbage in equals garbage out. It is also a good tool for showing customers that we have a powerful tool

for maintaining equipment other than our own line—all makes.

PFW: Do you tie in SAM with other PFW products like eServices (e.g., customers booking their own service, etc.) and, if so, could you describe the relationship?

DJ: Yes we do. It is very impressive to customers when we show them their ability to schedule services via the Internet and look up details of pending services and update hours on equipment—all online. Because the customer has access to the whole PM process, it helps us create a “partnership” with our customers.

The eServices tie-in gives us an edge on the competition. We can present a seamless, transparent service solution for our customers’ equipment that often the competition cannot.

PFW: Can you measure SAM’s return on investment?

DJ: The initial cost was made back in about a year’s time just based on the following assumption:

A technician would take (on average) 10 minutes to look up required parts for ser-

vices and wait for the parts department to enter it into the system. Currently, by tying the PFW Quote system and SAM together, we eliminated this 10-minute wait. Based on our current labor rate and the number of services performed in the last year, we saved almost the equivalent of the purchase price. It is difficult to put a specific figure on it, but before SAM we would often be skipping the larger services and repeating the smaller ones over and over. This has been eliminated with SAM.

PFW: How would you summarize SAM?

DJ: SAM is a good foundation for organizing the whole PM process. For multi-branch dealerships it is a very valuable tool for serving customers across multiple AOR (Agencies of Record) and providing the consistency that the customer demands. It is definitely a time saver for technicians and parts people, and especially for service people who open and close work orders. The program still requires several refinements, but on the whole is an asset in our goal to grow the PM Service business. **PFW**

PFW’s Customer List Continues to Grow

PFW IS PLEASED TO WELCOME THE FOLLOWING DEALERSHIPS

Newman Equipment

Newman Equipment of Indianapolis, Indiana, is a family-owned and -operated dealership handling equipment for aggregates, asphalt, paving, concrete, and compaction, as well as dozers, excavators, off-highway trucks, scrapers, and wheel loaders. Manufacturers represented include: Telsmith, NPK, LinkBelt, The Screen Machine, Kawasaki, Sakai, and Takeuchi. Founded in 1987, the company’s core customers are materials producers, road builders, and excavating contractors.

Jordan/Central Implement Co.

Jordan/Central Implement Co., headquartered in Brawley, California, has four locations in California that have served the Agricultural and Industrial equipment markets since 1955. They offer authorized parts and service for all lines on a 24/7 basis and deal in full line equipment, irrigation systems, laser leveling equipment, and GPS systems. Manufacturers carried include Case, AGCO,

New Holland, Massey Ferguson, Great Plains, JCB, Landini, and Cummins.

FGI Supply Ltd.

Located in Saskatoon, Saskatchewan, FGI Supply Ltd.—originally a John Deere dealership—has been the Bobcat and Kubota distributor serving northern Saskatchewan since 1999. They deal in Bobcat skid steers, excavators and utility trucks, as well as Kubota tractors and construction equipment. FGI Supply Ltd. has received numerous Bobcat Top Dealer awards.

Midlantic Machinery

Furnival Machinery, in business since 1941, has evolved into Midlantic Machinery, and has full-service locations in Hatfield, Harrisburg, and Wilkes-Barre, Pennsylvania, Baltimore, Maryland, and Delmar, Delaware, as well as a stand-alone rental facility in Downingtown, Pennsylvania. Midlantic Machinery believes, “We are in business to

provide industry-leading customer satisfaction in the distribution of Komatsu construction, mining and utility machinery and parts, via sales, rentals, and product support activities achieved through an ever-evolving partnership between our customers, suppliers, employees and owners.” Midlantic also carries Demag, Dressta, Galion, Haulpak, JRB, Moxy, and Rockland equipment.

IBM eServer iSeries RECENT UPGRADES

Bobcat Central Inc.
Stockton, CA

Bobcat of Orlando Inc.
Orlando, FL

Hergott Farm Equipment Ltd.
Humboldt, SK

The CONDEX 2004 Experience

THE SHOW FLOOR AS SEEN THROUGH THE EYES OF A SALESMAN

BY JIM FERREIRA

The following is PFW New Account Representative Jim Ferreira's first-person account of PFW's attendance at the AED's CONDEX, held recently in Orlando, Florida.

The PFW contingent—Bob Morton, CEO; John Andersen, VP of Sales; Brian Lewis, Installed Account Representative; and myself—arrived Thursday, January 8, with plenty of time to set up and, with the assistance of AED support staff, were able to quickly install the PFW booth and set up the necessary connections. Of note was the improved—since last year—quality of the booths and presentations in general, perhaps a result of last year's upturn in business that promises to continue through 2004.

CIT, along with AED, held a well-organized and entertaining party that night for attendees—as did CitiCapital who did the same the next evening—where we had time to socialize with customers, potential customers, and others in the industry. CONDEX is especially valuable in that it provides a common ground where we can listen to and speak with customers we don't normally have a chance to meet.

Friday, January 9

Friday morning was busy, with booth traffic coming in waves, owing to the information sessions that were also being held. Visitors to the PFW booth showed genuine interest in our offerings, and were serious in their inquiries regarding our dealer business system and integrated products. Our integration of QUALCOMM's GlobalTRACS into the PFW IntelliDealer system was of particular interest to Case/New Holland dealers. Many new PFW customers paid visits, including Robert Conway of Jordan/Central Implement, Jay Rodes of Wilson Equipment, Steve and Jim Boniface of Pine Bush Equipment, and Ron and Ben Carlson from Carlson Equipment.

The evening was spent with representatives from S & L Equipment. They mentioned they were very pleased with PFW's products and services, and are able to use the system to the best of their ability; PFW is always interested to learn more about its customers' business and trends, and this shows in our software, which we proudly describe as "designed for dealers by dealers."

Saturday, January 10

Saturday morning included PFW eServices demonstrations to dealer principals, where the inherent quick-and-easy self-service for dealers' customers led to discussions of internal web-based tools—that was covered with more demonstrations of PFW IntelliDealer's Management Central. We received a favorable response to Management Central's power to quickly output critical business information—through customizable and intuitive views—as an aid to planning business strategy. We must have made an impression in these demonstrations as ongoing discussions have resulted. I think that is the strength of CONDEX: it's our biggest opportunity to meet face-to-face with prospective customers in order to listen to what they identify as needs, and show what PFW has to offer as solutions to those needs.

Also heard was that PFW was prominently mentioned in that day's information session on service, which is not surprising



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in that those who responded to a question about automating work orders were PFW customers who have, for years now, owned our labor barcoding system. As well, PFW eServices—and its proven online parts lookup and purchase functionality—entered into session discussions revolving around the topic of helping make customers more self-sufficient.

Looking Ahead

AED's 2004 CONDEX was a great opportunity to get out and meet customers and potential customers. I look forward to speaking with you in the future and, if there is anything I can do to assist you with your dealership management needs, please feel free to contact me at (519) 474-3300, ext. 275, or e-mail ferreira@pfw.com. [PFW](#)

Jim Ferreira is a New Account Representative at PFW.



The PFW Dealership Management System is "designed for dealers by dealers." Incorporated in 1981, PFW offers years of experience developing software for equipment dealerships of all types and sizes. It's ideal for single or multi-store equipment dealers. The PFW System has been developed from the dealership's perspective. Ongoing enhancements grow with today's customer and market needs.

Not only will we provide on-site installation and training, we also have friendly, experienced customer phone support to accommodate after-hours emergency services. Regional training seminars ensure the exchange of ideas and information among PFW users. With hundreds of installed sites across North America, the PFW Dealership Management System is proven to be a reliable, stable, cost-efficient system. There's no need to look any further for your management system—it's the ultimate dealership management system...period.

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