

In this Issue

PFW would like to reintroduce – or, for our new customers, introduce – you to our company. To this end, we have created an issue of the PFW Password containing a series of articles and features regarding PFW's past, present and future. We believe you will find this edition interesting and informative.

From how to better familiarize yourself with PFW at our upcoming annual conference in Nashville, Tennessee, to our handy company-timeline insert, through answers to frequently-asked PFW questions, to the history of the iSeries, we feel this PFW Password will provide you with a new depth of knowledge

regarding our company, products and services.

Also included are articles on the training available through PFW, and our regular report on hardware upgrades and new customers.

We invite you to take some time out of your busy schedule and enjoy this issue of the PFW Password!

Pick up the Beat with PFW in Nashville



Dealership Management Conference: March 12-15, 2003

by Jenna Morton

PFW's biannual Dealership Management Conference is scheduled for March 12-15, 2003 in Nashville, Tennessee at the Gaylord

Opryland Hotel. March's conference focusses on the increasing pace of change in the equipment distribution industry and how PFW is providing products and services to help dealerships "Pick Up the Beat" of business at their dealerships.

With an appropriately-balanced blend of education and entertainment, the conference offers something for everyone: more session choices than ever before, the launch of the "next

generation" of the PFW Dealership Management System, a fantastic motivational keynote speaker, and plenty of time to network with representatives from many different dealerships. This is the one conference you just can't miss!

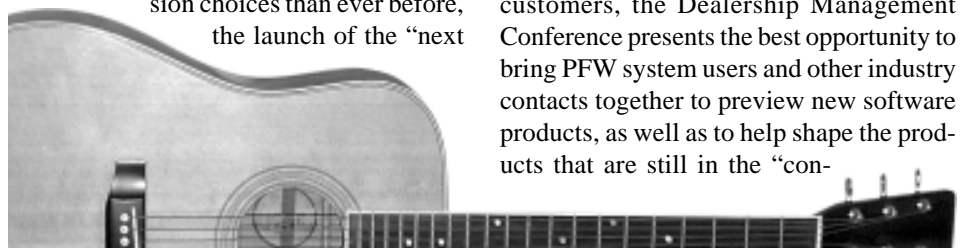
Conference Overview

If you've never attended a PFW conference before, you may want to know why PFW has continued to hold our Dealership Management Conferences every two years. To us, the answer is as simple as restating one of PFW's founding mottos: The PFW Dealership Management System is "designed for dealers, by dealers." This statement, which has served as our guide for developing software for the equipment distribution industry since our incorporation in 1981 means just this: Our software was, and continues to be, designed by the people who use it every day.

Through workshops that PFW holds throughout the year as well as through customized on-site training and, ultimately, through the Dealership Management Conference, PFW continues its commitment to the design and delivery of software and services our customers need. For PFW and our customers, the Dealership Management Conference presents the best opportunity to bring PFW system users and other industry contacts together to preview new software products, as well as to help shape the products that are still in the "con-

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In a nutshell:

Why should I attend the PFW Dealership Management Conference?

- Be part of the launch of the most exciting software in PFW's history: PFW IntelliDealer. Be the first to see IntelliDealer's Customer Care and Financial Management modules
- Meet and talk to key PFW executives about PFW and our strategic direction: President, Robert Morton; VP of Client Services and Development, Frank DeDecker; VP of System Architecture and Product Design, Ross Atkinson; VP of Sales, John Andersen and PFW's Manager of Product Support, Dave Fulton
- Meet and network with other PFW Dealership Management System users; share your ideas, successes and solutions with other like-minded individuals
- Take advantage of personal, one-on-one sessions with some of PFW's technical staff to make sure all of your own dealership-specific issues are addressed
- Learn about the "Magic of Attitude" from returning Keynote Speaker Billy Riggs – the "World's First, and Only, Dis-illusionist!"
- Have some good, plain fun in Music City, USA, the Opryland Hotel and the surrounding entertainment venues (the Grand Ole Opry, OpryMills shopping center, the Country Music Hall of Fame) and at the Closing Reception at the famous Wildhorse Saloon!

cept" stage of development. Indeed, in Nashville, PFW will be launching the Financial Management and Customer Care modules of our new IntelliDealer software, and will be showcasing updates to various other products. Dealership presentations on existing PFW software will allow conference attendees to see how other dealerships are implementing some of PFW's most popular solutions, such as Management Central and eServices. And, as always, the conference also provides the perfect opportunity to brainstorm for entirely new solutions – ultimately helping PFW continue to deliver dealership solutions that our customers want – and need – for the future.

As well as discussing new and "concept" products, the conference also allows us to focus on the core PFW Dealership Management System as it is today and how our customers can continue to leverage their existing investment. With this in mind, the session called "Ten Underutilized, Timesaving and Moneymaking System Features" is planned as a fun, interactive training session to help attendees learn about and exploit some of the system features they may not be using – or even know about – but should be. Through one-on-one discussion with PFW staff and with other PFW system users, attendees also will have opportunities throughout the conference to share their unique business perspectives and procedures, talk about features they use in the system and address any enhancement issues.

Where in Nashville is the conference?

Voted the "Best Hotel in Nashville," the Opryland Hotel is the world's largest hotel-convention center under one roof and, with over 2,800 rooms, is recognized around the world for its extraordinary service, luxurious accommodations and first-class entertainment. More than just a superb hotel, however, the Opryland Hotel is also a large IBM iSeries 400-installed site that is using LANSABASE software and wireless technology throughout the hotel to expedite the visitor registration process. Attendees at the PFW conference who attend the "Opryland Hotel: IBM iSeries 400 Site" session will get a full "behind-the-scenes" account directly from the hotel's IT staff as they discuss their strategy of "Using Technology to Improve the Customer Experience" – an issue that every dealership also addresses as they try to determine their own technology strategies.

Gaylord Opryland Hotel – Nashville, Tennessee



Track Sessions – Something New

Unlike previous conferences, PFW has planned two "tracks" of class sessions and will allow attendees at the 2003 conference to select which sessions best suit their interest. As sessions run concurrently, only three of the six sessions can be attended by a single attendee, however. Because of this, PFW encourages dealerships to send more than one person to the conference to cover all sessions. To help with the cost, a 10% discount on all registrations (after the first attendee has registered at full price) is offered.

Register

Don't wait to register! Fax back the registration form you received in the mail as part of the Conference Registration package to (519) 474-3949, or go online at www.pfw.com/conference.

Web sites to visit for more information: Nashville Convention and Visitor's Bureau

www.nashvillecvb.com

Gaylord Opryland Hotel

www.oprylandhotels.com

Questions?

If you have questions about the conference, the city of Nashville or about the Opryland Hotel, contact Jenna Morton at PFW at (519) 474-3300 ext. 270 or by e-mail at jmorton@pfw.com.

Jenna Morton is the Marketing Coordinator at PFW.

We get questions! Here are some questions we are asked regarding PFW as a company, as well as our products and services:

Q What does the acronym PFW stand for?

A Not Purveyors of Fine Wine! Actually, the acronym PFW stands for Doug Prout, Bill Farquhar and Ron Watt, three of the original owners. Over 20 years later, Doug and Bill continue to develop the PFW Dealership Management System.

Q How long has PFW been in business and is it a public or private company?

A PFW was incorporated in 1981 and is a privately-owned company.

Q Is the PFW system a Deere system?

A Although originally designed for John Deere dealerships, the PFW Dealership Management System supports all types of dealerships.

Q What does PFW offer me - other than the main system?

A In addition to the core Dealership Management System, you can expect: all aspects of dealer automation, customizable software applications, on-site employee training and consulting, general dealership practices, sales force automation, and electronic services for customers.

Q What sets PFW's software apart from the competition?

A One principal difference is the fact that PFW's Dealer Management System is HTML-enabled – in other words, the browser-based solutions offered (such as eServices and Management Central) are not simply “screen scrapers,” or software that is a superficial GUI representation of traditional green-screen systems. PFW's Windows-based products use specific Microsoft tool sets, standards and applications and are created using Java and LANSAs tools.

Q If we were to switch to the PFW Dealership Management System, how much of our existing data and history can be utilized in your system?

A After taking into account the customer's existing system limitations, as much system history is retained as possible. Through the use of reports and files - and in the case of John Deere systems, a conversion utility - equipment history of at least five to seven years, parts history of at least two years, customer sales history involving at least total revenues and as much financial history as possible is transferred.

Q What is the ratio of dealerships to branch stores using the PFW system?

A Currently, 30 percent of our customer base have multiple locations and product lines. Illustrating the flexibility of the Dealership Management System, some dealers have 20-plus branch stores using the system concurrently.

Q Does PFW's system have a relational database?

A PFW's Dealership Management System has an open, relational SQL (note: IBM developed the SQL relational model) database (DB2). This allows customers critical access to internal data using third-party reporting tools such as Crystal Reports, MS Office applications (Access, MS-Query, Word etc.), as well as IBM Query.

Q What other industries does PFW deal with?

A While PFW specializes in agricultural and construction dealership management solutions, other types of businesses, such as automotive dealerships, trucking firms, power suppliers, lawn and-garden equipment dealerships and hydraulic-equipment sellers are also effectively using the PFW Dealership Management System.

Q What kind of follow-up training is available? What is the possibility we could train for two weeks and come back for more as necessary?

A PFW offers training in whatever area you feel needs strengthening, whenever you feel you need it. Train with a PFW trainer at your dealership or, alternatively, train at PFW.

Q Does PFW's Dealership Management System use Windows NT?

A The PFW Dealership Management System resides within the iSeries native operating system environment. The OS/400 software combined with IBM processors provides a high-performance computing system with a high degree of reliability. The iSeries offers total networking, with cutting-edge features that guarantee security, scalability and maximum uptime.

Q Does PFW offer ASP (Application Service Provider) services?

A Yes, PFW does offer this hosting service. The IBM iSeries architecture and the PFW Dealership Management System is an ideal environment in which to run this solution. PFW is currently studying the economics of ASP services, so speak with your salesperson for an analysis of whether this service will suit your needs.

Note: PFW does offer browser-based tools like Management Central, eServices and a new next-generation application that are software-independent and are integrated with the Dealership Management System. The result is a total solution to power your dealership and help satisfy your customers.



IBM iSeries: An Evolutionary Process

by Andrew Jones

The Oxford English Dictionary defines evolution as “the sequential exposure of pre-packaged potential.” Since 1988, IBM’s iSeries (formerly labeled the AS/400) has met this definition and, as a result, has provided years of customer satisfaction with no end in sight.

Due to its inherent ability to integrate whatever customer and marketplace needs dictate, over the last decade-and-a-half (an eon in the world of technology), the iSeries has kept pace with the warp-speed change of technology and continues to offer unparalleled service to a legion of satisfied users.

From the original AS/400 System/3x series, through to today’s iSeries, the philosophy has been one of offering workable solutions for a great range of business needs. Whether your company is small, medium-sized or at enterprise level, has a relatively small or large technology budget, is Web-integrated or not, there has been an iSeries solution for you over the last 14 years.

IBM iSeries Family, circa 2002



Accessing Internal Data

A cornerstone of IBM’s innovation was the development and subsequent availability of an open, relational database. The ability to access internal data via third-party reporting tools is crucial to most businesses, and the iSeries and its database model was an industry leader in this respect. Many competitors have lagged in this area and consequently continue to limit their customers.

The DB2 Universal Database that is included (other companies may charge considerably for their database) with a new iSeries system can be traced back to 1974 and IBM’s introduction of a relational database called System/R. Out of System/R came a database query language called Structured English Query Language (SE-QUEL), later shortened to Structured Query Language (SQL). SQL enabled multi-table queries and multiple-user access and was followed by IBM with Database 2 (DB2), which became the marketplace standard.

Many relational database management systems (RDBMS) have since appeared – using SQL as their primary language. The American National Standards Institute (ANSI) created a standard SQL definition and, although it has seen considerable growth, today’s SQL standard is based principally on IBM’s implementation.

An open database allows third-party database connectivity for flexible reporting. Through the database-independent ODBC (Open DataBase Connectivity) language, which combines SQL with API (Application Programming Interface) function calls, any manner of interface can be created or used to extract desired critical information from the DB2 database.

The relational database model is superior to its flat-file counterpart in that lists

of data in tables (columns and rows) are explicitly defined. The result is a more complex and therefore scalable database that is also far superior in a Web paradigm than a flat database.

Processing Power

Another IBM innovation was the introduction of 64-bit processor computing. Starting in 1994 with the 64-bit RISC POWERPC processor, IBM is now into its 7th generation of 64-bit architecture, while many competitors are still in launch phase.

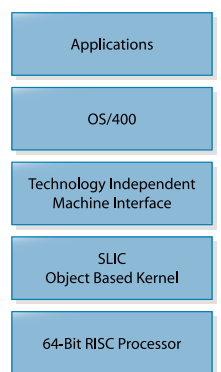
In theory, a 64-bit processor has the capacity to move data twice as fast as a 32-bit processor with the same clock speed; in practice, this efficiency difference is even larger. Due to greater bandwidth capability, 64-bit computing allows the advantage of robust large-scale computing, such as corporate database maintenance. As well, 64-bit computing limitations are not foreseen for at least twenty years, providing a good future investment for any company.

Innovation=Long-Term Viability

In the overall scope of computing history, it is interesting to note that the iSeries has transformed from a second-generation mini-computer to a fourth-generation server. The sophistication of the original architecture played a large part in this quantum leap.

IBM’s Technology-Independent Machine Interface – or TIMI – allows the flexibility of application development independent of existing programs. This independence is achieved largely through the integrated operating system. Integration is

iSeries architecture



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PFW: Committed to Innovation

Over its history, PFW's development activities have focussed on using new technology to provide dealers with the "ultimate dealership management system" – second to none.

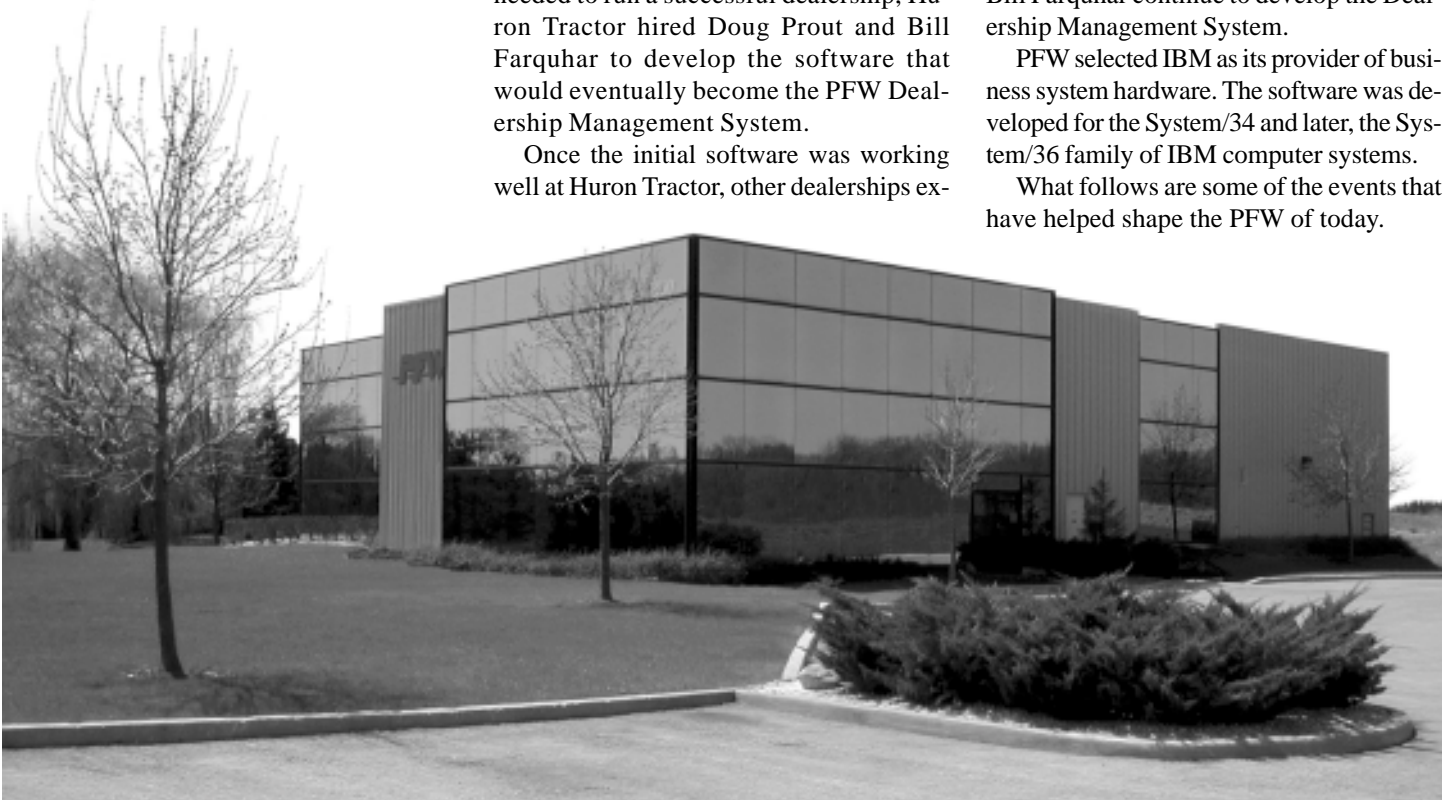
In 1979, Huron Tractor, a large John Deere dealership, was dissatisfied with their business system. Looking for solutions, Huron Tractor examined other business systems and realized these systems lacked the functionality required to run a large, multi-branch equipment dealership. Understanding what was needed to run a successful dealership, Huron Tractor hired Doug Prout and Bill Farquhar to develop the software that would eventually become the PFW Dealership Management System.

Once the initial software was working well at Huron Tractor, other dealerships ex-

pressed interest in purchasing the system in order to improve their own operations. To respond to these requests and ensure continued development of the software, Doug, Bill and Ron Watt - PFW is an acronym for Prout, Farquhar and Watt - were hired full-time as the first employees of PFW Systems. Twenty-three years later, Doug Prout and Bill Farquhar continue to develop the Dealership Management System.

PFW selected IBM as its provider of business system hardware. The software was developed for the System/34 and later, the System/36 family of IBM computer systems.

What follows are some of the events that have helped shape the PFW of today.



1979

- First four systems sold
- Accounts Receivable
- General Ledger

The first four dealerships that purchase the PFW system are: Truck and Tractor (now Ontrac – Mississauga, ON), Redhead (Saskatoon, SK), AIS (Grand Rapids, MI) and Rosetown (now Western Sales – Rosetown, SK). All four dealerships continue to use the system today!

Accounts Receivable is the first module developed to simplify the collection and control of accounts receivable in order to improve cash flow. A/R remains an integral part of the Dealership Management System.

General Ledger is developed to eliminate errors by using only a single entry to capture data. The balance sheet can be “preliminarianed,” with the final report run at month-end closing. Budgets can be changed at any time throughout the year and, when modified, the financial statements will automatically adjust the year-to-date budget and variance for the remaining months of the year. As the foundation module of the fully-integrated system, a single entry for invoicing results in the billing system automatically editing and updating accounts receivable, general ledger, and the sales analysis, parts and complete goods inventory modules as these modules are delivered.

1980

- Accounts Payable
- Complete Goods

Accounts Payable is developed and released to provide simple and efficient keying of payables and gives immediate due-dates to all customers to take full advantage of cash discounts. Its full integration with the General Ledger ensures that the general-ledger allocation is always in balance.

Complete Goods (now Equipment) allows access to information regarding unit availability, current location, how they are equipped, current selling price and cost per unit.

1981

- PFW is incorporated
- Payroll

PFW is incorporated, with the ownership group being composed of Doug Prout, Bill Farquhar, Ron Watt, and the five owners of Huron Tractor. Since its incorporation, PFW

has become a leading provider of dealership management solutions for equipment dealerships throughout North America. Once exclusive to John Deere dealers, PFW has expanded into a wider marketplace to provide management solutions for a variety of equipment dealers, including: Bobcat, Case, Champion, Dresser, Gehl, John Deere, Link-Belt, Komatsu, New Holland, Timberjack, and many other product lines.



The Payroll module is developed to print payroll checks and statements with full deduction details, automatically calculate regular and overtime earnings - as well as all federal, state/provincial and local taxes, social security and unemployment insurance deductions, plus 401K and government pension programs - perform other deductions unique to the business, make manual payroll adjustments, post payroll data to General Ledger, and print W2 and T4 tax forms. The system is replete with full security and permits electronic transmission of payroll data for automatic bank direct deposit.

1982

- Parts Manager

A fully-integrated Parts Management module is delivered to reduce paperwork and human error as well as ensure that a dealership’s parts inventory is consistent with their customers’ parts requirements. The system is developed to provide electronic communications to the dealership’s suppliers to promote ordering efficiency. The online system provides up-to-date information and increased parts-department profits.

1984

- Service Management

The release of Service Management provides tools to improve labor sales, control expenses, and streamline paperwork. Labor scheduling/assigning, vehicle movement, job costing via flat-rates, estimates, quotes, service-pricing guides and parts lists are some of the features included. The ability to complete and electronically transmit warranty claims, special-tool management, labor sales analysis, service history, vehicle maintenance and management reports is also included.

1985

- Advanced Rental

The addition of Advanced Rental gives instant access to equipment availability, rental rates, customer credit limits and rental history. Features include: optimized billing procedures, the tracking of attachments, the management of preventative maintenance, the preparation of contracts online, online checking of customer credit, selling parts and service supplies on the Rental Contract, the management and dispatch/pickup of rental units as well as extensive management reporting.

1988

- Customer Profile
- IBM AS/400 system

Customer Profile is developed to give the dealership’s sales team instant access to customer information to help make prospecting, qualifying leads and sales easier. The system lets the sales team extract the maximum sales potential from their territory by allowing them to aggressively sell after-market services to expand the dealership’s customer base. Features include: call analysis, profile sales analysis, after-market services, and the ability to download customer and machine data to laptops for uploading to the AS/400 central database to keep all dealership staff up-to-date on customer and equipment information.

PFW continues to lead the way by migrating and shipping its software with the new IBM AS/400 system.



Note: The AS/400 was renamed the IBM iSeries 400 in 2000.

1990

- ESIS

ESIS, or Electronic Service Information System, gives John Deere dealerships the ability to communicate using a two-way link with Deere and Company. Dealerships can now inform Deere and Company of delivery receipts and warranty claims as well as receive product-improvement program information.

1991

- Invoice History
- First pop-up green screen window
- Melroe Company chooses PFW

The development of the Invoice History function permits equipment, parts, A/R, rental, work order and sales-order history to be printed and/or faxed, for both internal and external use.

The first pop-up window green screen is added.

The Melroe Company chooses the PFW Dealership Management System as its system of choice for authorized Bobcat dealers.

1992

- PC Dealer for Bobcat & Ingersoll Rand
- F10/F10 G/L Details in Chart of Accounts

PC Dealer for Bobcat and Ingersoll Rand allows dealerships to submit warranty claims, whole-good orders and generate sales quotes. PC Dealer includes: BobQuote, a PC custom-tailored package that allows Bobcat dealers to produce professional, accurate quotations in minutes; the BEST (Bobcat Electronic Service Transmission) software package that Bobcat dealers use to perform Bobcat parts-price updates 24-7 electronically using modems and telephone lines for up-to-date parts prices; and Direct Order Entry, wherein Bobcat dealers electronically transmit whole-goods equipment orders directly to Melroe and receive an order status in return.

The PC Dealer software suite is delivered and maintained over the Internet. Price updates used in BobQuote are made available electronically to ensure all dealers' pricing remains current.

F10/F10 G/L Details in Chart of Accounts functionality allows the user a new degree of accounting power and business management through the ability to drill down to a new depth of detail. Now it is possible to see each month's journals, invoice postings within that journal, and details on each invoice.

1993

- Centralized Inventory
- Generic Forms

Centralized Inventory allows a centralized branch (one that receives parts directly from a vendor) to be created within the Dealership Management System to better manage parts inventory.

Generic Forms are designed to allow the implementation of standardized forms

(sales orders, invoices, rental contracts, etc.) for the convenience of the dealership and its customers.

1994

- LANSA
- Attention Key
- COPS

PFW adopts the LANSA 4GL environment for future product development. In addition to providing a centralized data dictionary, LANSA-based programs increase the functionality and ease-of-use of the PFW Dealership Management System.

The Attention Key program is implemented, providing menu-driven access to features previously invoked only by command-line.

COPS (Customer Order Parts System) is developed to allow customers to order parts or make parts inquiries via modem connection to a dealership's AS/400.

1995

- PFW on the World Wide Web
- Traffic
- Labor Barcode Scanning

PFW establishes a World Wide Web presence with its first web site. By 1998, PFW is designing and managing customized web sites for customers. PFW recognizes the Internet as a valuable tool that can be leveraged for the benefit of equipment dealerships.

The Traffic module affords a new, high level of equipment tracking. The Traffic system is integral in minimizing your equipment inventory and maximizing the exposure of that inventory to all branches.

Labor Barcode Scanning is developed to enable service departments to more effectively collect labor timecard information and manage work orders. Technicians in the service department gain the ability to log on and off work orders effortlessly and efficiently with the simple swipe of a barcode. As a result, service managers are able to track and manage service efficiency.

1996

- Rental Counter
- Parts and Service Quoting
- Y2K compliance

Rental Counter software gives users greater flexibility and control of rental units, as well as offering many unique and detailed billing

options. PFW Rental Counter gives dealerships the freedom to customize the program to suit individual needs. Helpful function keys guide operators through screens to easily open and close contracts, build invoices and, with enhanced billing features, users of Rental Counter are given the ability to set up billing/invoicing defaults based on user-defined parameters, such as duration, rental rates, and other defined minimums and maximums.

Parts and Service Quoting provides the ability to turn parts and service quotes into work and sales orders, with the reverse process also made possible.

Y2K compliance becomes a focus as PFW prepares for the new millennium.

1997

- Laser Overlays
- CD-ROM Interfaces
- Case/PFW relationship begins

Laser Overlays are incorporated into the Dealership Management System to provide the many advantages of printing special forms directly from the AS/400 to a laser printer. PFW designs and sets up a dealership's customized special forms with the information and company logo provided by the dealership. Full integration with PFW's faxing capability is also available. The dealership can fax customers and vendors customized forms directly from the AS/400 Fax Adapter or modem.

The CD-ROM Interface functionality allows the business system to interact with vendor-developed and -provided CD-ROM parts and service catalogs. The Interface allows the user to interact with the PFW Dealership Management System to determine availability and prepare an invoice.

After an RFP process, Case selects PFW as a business partner and the PFW Dealership Management System as a preferred software solution. For many Case dealerships, the PFW Dealership Management is the system of choice.

1998

- Service Agreement Management
- BEST and Direct Order Entry on Internet
- Mobile Salesman

Service Agreement Management is a completely-integrated system which permits dealerships to set up and maintain equipment service agreements, which can be used internally or sold to customers. The Service Agreement Management System ensures that

the sales and service staff will be able to maintain constant communication with their customers through the scheduling of maintenance jobs and by performing the work.

PFW continues its Web initiative as the Bobcat BEST and Direct Order Entry modules start transmitting warranty claims and equipment orders via the Internet.

As a contact management tool, Mobile Salesman provides salespeople remote access to customer data through their Lotus Notes interface. With the ability to replicate data from the business system to a laptop, Mobile Salesman also allows sales to get A/R, purchase history, equipment inventory, shipping, memo and calls information.

1999
 · IBM Premier Business Partner - Systems

PFW is honored as an IBM Premier Business Partner - Systems



– a designation given to only those Business Partners who excel in Customer Service, have sold an increased volume of IBM products, and who have attained specific IBM certifications in technical areas of the IBM AS/400. For the year 1998, only 16 Canadian businesses received this award.

2000
 · Mobility by Design
 · PartFinder
 · P/O System
 · eParts
 · XML and HTTP interfaces
 · IBM Premier Business Partner - Systems

PFW starts a new division, Mobility by Design. Mobility by Design's goal is to provide businesses and residences with high-speed wireless network solutions and mobile devices for enhanced connectivity, mobility, and flexibility. Mobility by Design has attracted such international customers as the Smithsonian Institution's National Museum of National History, German-based INIT Transportation and the Chicago Board of Trade.



PartFinder provides the ability to find and sell used, discontinued, or speciality equipment parts. With over 1 million parts and over 100 participating dealers and manufacturers across North America and the Caribbean,

PFW PartFinder is a powerful Internet tool.

The PFW Visual LANSAP/O System is added and incorporates most of the familiar functions common in Windows applications, such as smart icons, toolbars and drop-down menus. The graphical user interface makes the Purchase Order System easy to use and navigate and is used to order and keep track of equipment, fixed assets, and miscellaneous items such as office supplies, computer supplies and furniture, as well as create stock numbers from within the Purchase Order System.

eParts is a browser-based tool affording a dealership's customers the ability to browse and shop for parts for pickup or delivery.

XML and HTTP interfaces, including PartFinder, PowerPlan (purchase card transaction), John Deere DTF and parts cross references become available.

For the second consecutive year, PFW is awarded IBM Premier Business Partner - Systems status.

2001
 · Land of Software
 · eServices
 · Management Central
 · IBM Premier Business Partner - Systems

PFW purchases an interest in Land of Software, one of London, Ontario's most established computer system providers. Land of Software provides hardware, software, printers and supplies, in addition to security and network-consulting services.



eServices expands on the previously-released eParts application in order to provide a comprehensive and totally integrated suite of e-business applications designed to extend a dealership's services to its customers on the Internet. Account information, equipment information, the ability to schedule service, order parts or print out copies of individual invoices is available in eServices, 24 hours a day, 7 days a week.

Management Central, powerful browser-based software designed to help dealership managers develop and execute management strategies, is introduced. Management Central is a real-time business intelligence tool, based on a complete analysis of customer, parts, equipment and service – as well as sales and financial information.

For the third consecutive year, PFW is

awarded IBM Premier Business Partner - Systems status. PFW also becomes an e-business - Business Partner. This certification signifies that PFW has demonstrated a solid understanding of e-business customer solutions and is evidence of PFW's ongoing value to, and partnership with, IBM.

2002
 · Credit-card processing
 · IBM Premier Business Partner - Systems

Credit-card processing using XML and Internet technologies is integrated into the PFW Dealership Management System.

For the fourth consecutive year, PFW is awarded IBM Premier Business Partner - Systems status.

2003
 · IntelliDealer
 · PFW Auction Manager
 · IBM Premier Business Partner - Systems

IntelliDealer provides browser-based business intelligence. From your desktop, receive critical information from your business system in an easy-to-use and intuitive interface, complete with drill-down capability to provide an in-depth analysis of your dealership's business activities.

The development of the PFW Auction Manager software package allows auctioneers to simply and efficiently organize auctions, including consignors, items and buyers.

For the fifth consecutive year, PFW is awarded IBM Premier Business Partner - Systems status.

PFW continues to introduce new software technologies that extend the system's effectiveness. These include browser-based CRM (Customer Relationship Management) technologies for customers, online parts ordering, business-intelligence tools, manufacturer and product interfaces, as well as wireless applications.

As illustrated, over the past 23 years PFW has produced industry innovations that show a deep commitment to meeting customer needs. These advancements illustrate a passion for technological growth that PFW considers an integral part of our company – and critical to the products and services we offer.

The PFW Dealership Management System was designed for dealers by dealers. PFW views its customers as business partners and strives to provide a total solution for their business needs.

Evolution...continued from pg. 4

achieved through the Machine Interface's interaction with IBM's SLIC (System Licensed Internal Code) technology. SLIC is the part of the operating system below the machine interface and is analogous to a bridge that links the TIMI with hardware (see diagram). Advantages lie in the fact that the TIMI has no concept of memory, so that hardware changes will not affect the OS/400 and resident applications.

Another viability factor has been the iSeries' multiprocessing capability. The iSeries has sometimes been described as "a network in a box," and its multiprocessing power has allowed a high degree of networking capability, as well as easing the adaptation to the client-server model that is so dependent on process division. As early as 1983, IBM was attaching PC clients to the iSeries which eventually led to the introduction of front-end interfaces such as Client Access.

PFW's Implementation

PFW's alliance with IBM was formed when computerization of the dealership market was just beginning. Previous systems involved a laborious card-punch input system, which IBM made redundant with their System/3 that created a direct, online terminal entry system. The System/3 was the basis for the System/36 and /38 that were synthesized to form the AS/400 and, ultimately, the iSeries.

The System/36 provided the grounding for the development of the PFW Dealership Management System in the late 1970s and early 1980s. The object-oriented nature of System/36, in which multiple indexes were used as application foundations, eased development and enabled a high degree of system functionality.

PFW's founders were interested in a totally integrated system possessing a relational database in a front-end-edited turn-key system. The goal was to pass on to PFW's customers a system that was well-supported, reliable, people friendly and completely integratable for U.S. and Canadian dealership markets.

IBM's recommendation at this time was for customers to find a third-party software vendor in order to create a business-specific system and, as PFW was seeking the best available environment in which to realize their dealership management vision, a long-term relationship began.

Features

The results of the iSeries evolution are manifest today in a complete out-of-the-box business solution. After purchase, today's customer can expect the following iSeries features:

- A state-of-the-art pre-installed OS
- Single-level storage allows the disk and memory to unify on demand
- A technology-independent machine interface (TIMI). During hardware and software upgrades, code migration occurs without recompiling so you can upgrade or change software without hardware changes or vice versa
- Threaded Apache-based HTTP server
- Web search engine is available for indexing and searching your multilingual Web documents
- Enhanced TCP/IP utility to facilitate load balancing, IP takeover and fault tolerance
- The integrated file system (IFS) is a part of OS/400 that supports stream I/O and storage management similar to PC and UNIX OS, with an integrating structure over all data stored in the iSeries
- Encryption is provided for simplified and centralized digital certificate management, optimized SSL/TLS and a digitally-signed operating system
- Netserver is included for Windows file and print sharing
- Logical partitioning is configurable for dynamic resource movement and shared processors, memory, and I/O
- Superior systems management capability and data management that is self-optimized and implemented through, and not on top of, the OS
- Intel integration through an Integrated xSeries Server (IXS) or Adapter (IXA) connecting to a stand-alone Intel server, with either running Microsoft-based applications

while using iSeries disk and management

- A service contract guarantees an IBM Customer Engineer will replace any failing component

The Future is Bright

As you can see, the iSeries has enjoyed a long and successful past. The fact the system has prospered as a viable business solution for almost a decade-and-a-half is testament alone to its strength as a comprehensive, scalable and fully-integrated computing system. Synthesizing today's corporate computing requisites of security, reliability, Web integration, development scope and data access, this constantly adaptive system is truly evolutionary. This evolutionary process has no foreseeable end in sight and, in this case, a fascinating future.

Post Script: IBM has announced the release of its POWER4 microprocessor system:

POWER4 refers not only to a chip, but to the structure used to interconnect chips to form systems. The plan is to leverage new technologies in order to allow an increase in clock speed while further decreasing power requirements.

The current design introduces parallelism throughout the system so as to overcome the increasing memory latencies (in processor cycles) resulting from high-frequency operations. Parallelism allows the processor to continue executing in the presence of cache misses. Future POWER4 systems will continue this design, increasing parallelism and providing larger caches.

Unprecedented performance levels are achieved by a total system design that exploits leading IBM technologies. IBM is currently developing follow-up systems to the current POWER4 to further redefine what is meant by a server and how a server must be designed. (Sourced from the IBM technical document "POWER4 System Architecture")

Andrew Jones is the Technical/Creative Writer at PFW.

Benefits of Training from PFW

by Denise MacDonald

A business system of ten, or even five, years ago is very different from the business systems available today. Computer technology and software are constantly advancing at a high rate of change. Honing your system proficiency allows you to keep pace with these changes.

Software enhancements can positively affect the efficiency of your employees and dealership, and may be overlooked without any retraining on your business system. This is sometimes unavoidable, due to factors such as employee turnover and the simple fact we often favor the comfort of a familiar routine. PFW believes in continually educating its customer base through a variety of training options. This allows you to sharpen your skills with available technology and use the PFW Dealership Management System's full potential.

PFW Training and Your Dealership

The efficiency of your employees can be improved through training by the experienced and knowledgeable educators from PFW. They can help you streamline proce-

dures, provide updates on software enhancements and answer any questions regarding the system and its functionality. All of these factors will empower your human resource through the best education available from a software provider.

PFW offers several training packages, ranging from on-site or in-house training to pre-scheduled after-hours phone and development support, to workshops and PFW's biannual conference.

Any of these packages is guaranteed to provide your dealership with an experienced, well-educated and friendly trainer. Before training can begin, an agenda outlining what is required for your training must be given to PFW's Installation Coordinator. The agenda will let the coordinator know what specific training is required for your dealership and what modules or new system features the training will target. From here, the educator will review the agenda in preparation for your training sessions.

PFW has recently introduced a yearly maintenance package based on a minimum of four weeks of training. PFW will commit to providing the same educator over this

period which will guarantee consistent training and create a resource that knows your business. A company manager will also be on-site for two days during the training period to review business system strategies, determine computer requirements and assess long-term needs.

If training is performed at PFW, there is an opportunity to maintain a sharp focus on training topics – free of the day-to-day distractions that may occur on-site. Also beneficial is the ready availability of PFW resources.

Workshops and Conferences

Past workshop themes have included new-release information, accounting, new technology, Crystal Reports and Advanced Service, as well as Equipment and Parts management modules. The workshops are designed as a small-scale group wherein you will meet other PFW customers, learn how different dealerships use the PFW system, speak with PFW staff and consequently glean beneficial information for use at your dealership.

The PFW biannual conference's focus is to gather a large-scale audience in order to enjoy the atmosphere of the host city and network with peers. The conference allows the opportunity to schedule one-on-one sessions with PFW staff and sit in on dealer presentations for what may be a different perspective on system use.

Training as a Tool

Look at your system as a tool that, when properly used, will help you complete your task at hand. PFW wants you to maximize the PFW Dealership Management System in order to perform your daily tasks. Train-

Training...continued on pg. 7



Dan Kane, Product Support Specialist, answers questions from Daniel Laguë of Les Équipements Laguë Ltée at a recent PFW Workshop

PFW's Customer List Continues to Grow

PFW is pleased to welcome the following dealerships to our growing list of customers:

Godfrey Bros., Inc.

Located in Jonesville, Michigan since 1974, Godfrey Bros Inc. was a JDIS user for 27 years. They handle John Deere agricultural and lawn and garden equipment, as well as Hardi, Knight, Krause, Brillion and many other short-line products. Their number-one focus is customer service.

Industrial Fabrication

Industrial Fabrication Inc. have been in business under this name for three years and are in the mining equipment business in Sudbury, Ontario, with a sales office in Timmins, Ontario. They fabricate their own equipment for local mines, producing such equipment as the "Mine Mule" and the "Mine Cat." Other manufacturer lines they carry include TCM and LoadLifter. Industrial Fabrication Inc. is a comprehensive dealership, handling everything from parts to service to rentals.

Lashley Tractor Sales

Lashley Tractor Sales, a family business, joins PFW from DIS (Challenger) with their location in Lithonia, Georgia. Gary Lashley established the company in 1990 and, since his retirement, has passed on the

dealership to his sons, Jeff and Ken. They carry New Holland and Kubota manufacturing lines. Their location has grown significantly over the years, from a \$2 million to an \$11 million operation. If you were to ask their customers why they do business with Lashley, you would receive answers referring to the equipment lines they carry, the convenient locations in the eastern part of the U.S. and, most importantly, the customer service provided by the people of Lashley Tractor Sales.

Lawrence Transportation

Lawrence Transportation has been in the moving and storage business since 1932 and recently opened two Case equipment stores that service Southwest Virginia. Lawrence Transportation has found the PFW system to be very flexible and consequently are considering the PFW system for their trucking services business. Lawrence Transportation has equipment locations in Roanoke and Waynesboro, Virginia.

New Holland Rochester

A former DIS (Challenger) user, New Holland Rochester has grown since their formation in 1987 from a single location to three locations: Rochester, Logansport and Rossville, all in Indiana. It was this growth that necessitated the change in their business system. They sell a full line of New Holland products and serve a diversified customer base. In December 2001 they

IBM iSeries 400 Recent Upgrades

Ag-Pro of Stuttgart
Stuttgart, AR

Bobcat of Central Manitoba
Winnipeg, MB

Campbell Tractor & Implement
Nampa, ID

Carl's Sales & Service
Thayer, KS

Enns Brothers Ltd.
Oak Bluff, MB

Finch Services Inc.
Westminster, MD

Frank Implement Co.
Scottsbluff, NE

Guertin Equipment Ltd.
Winnipeg, MB

Hammer Equipment Sales
Calgary, AB

Lomac Inc.
East Hartford, CT

Nelson Motors & Equipment
Avonlea, SK

Ontrac Equipment Services
London, ON

Paris Farm & Ranch Inc.
Paris, TX

Rohrer Bus Service
Duncannon, PA

TNT Equipment
Sandusky, MI

moved into a new building at their Rochester location. The new facility and business system are the major components in a plan to better position themselves in order to serve their customers and continue the growth of their organization.

Training...continued from pg. 6
ing is the key to achieve maximum benefit from this tool and, consequently, we suggest you schedule annual training, upgrade your system software regularly and attend workshops and biannual conferences.

A lumberjack knows that a sharp axe will be a much more useful tool than a dull one. Optimize your use of the PFW Dealership Man-

agement System – and other integrated products – through training from PFW Systems.

For more information on how your dealership can benefit from training, contact Tim McMillan at (519) 474-3700 or at mcmillan@pfw.com.

Denise MacDonald is Technical Writer/Product Manager at PFW.



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Attn: Andrew Jones
PFW Systems Corporation
850 Medway Park Court
London, Ontario N6G 5C6
Phone: (519) 474-3300
Fax: (519) 474-3949
E-mail: jones@pfw.com
www.pfw.com

The People of PFW

In order to provide you with a better sense of PFW's human resource, here is a factual overview of some of our senior staff members that have helped make, and now maintain, what our company is today.

1983 Bill Farquhar



Bill is a senior Programmer/Analyst, was part of the original ownership group and was instrumental in the creation of the PFW Dealership Management System.

1983 Doug Prout



Doug is a senior Programmer/Analyst, was also part of the original ownership group, and was integral to the core development of the PFW Dealership Management System.

1986 Ross Atkinson



Ross is VP of System Architecture and Product Design. He joined the company as a System Support Specialist and, in 1991, became part of PFW's current four-member ownership group.

1988 John Andersen



John began at PFW as a System Support Specialist to install and support the PFW Dealership Management System. He is now VP of Sales and, in 1991, became part of PFW's ownership group.

1988 Robert E. Morton



Bob joined PFW as General Manager in 1988 and, in 1991, became a member of the current ownership group, as well as President and CEO.

1988 Frank DeDecker



Frank was hired as a System Support Specialist, and is currently VP of Development and Client Services. In 1991, he became part of the group that purchased PFW.

1988 Brian Lewis



Brian started out at PFW as a System Support Specialist, and is currently a senior member of our Sales Department as an Installed Account Representative.

1990 Dave Fulton



Dave joined PFW as a System Support Specialist and is currently Manager of Product Support. He is responsible for the phone support team as well as the installation group.

1991 David Markle



David joined PFW as a System Support Specialist and, now, as the Manager of Software Development, works with both development staff and customers in order to meet your specific needs.

1992 James Brown



James joined PFW as a System Support Specialist, has worked as an Installation Coordinator, and is a member of the Sales Department as an Installed Account Representative.

1993 Charmain Fulton



Charmain started as Receptionist and is now Manager, Administrative Services and is critical to PFW's internal processes.

1986 Tim McMillan



Tim joined the company as an Installation Consultant and, as PFW's Installation Coordinator, is responsible for logistics regarding our install team.

1993 Ron Jennings



Ron is a Development Team Leader and Programmer/Analyst and has been involved in many of the projects that have helped form the PFW Dealership Management System.

1994 Chris Kapp



Chris is a Development Team Leader and Programmer/Analyst, helping to develop many aspects of the Dealership Management System, as well as Lotus Notes.

1995 Tom Barnes



As a Major Accounts Representative, Tom leads new installs, conducts both internal and external advanced-level system training, provides high-level support, and tests new products.

1995 Nancy Norris



Nancy is a Conversion Programmer who prepares new-customer data for the PFW system. She also works on special development projects for existing customers.



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.

850 Medway Park Court
London, Ontario N6G 5C6
Phone: (519) 474-3300
Fax: (519) 474-3949
www.pfw.com

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.

