

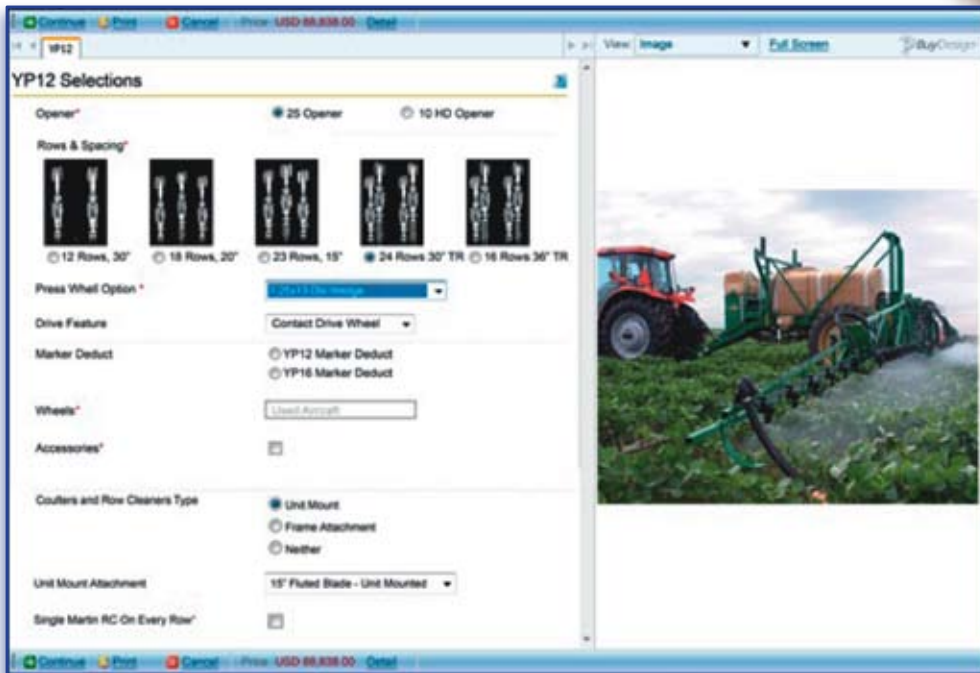


**For Prospective Customers, BuyDesign delivers:**

- Needs assessment & guided product selection
- Online browsing of models, features, options & accessories
- Ability to visually “build your own” custom configurations
- Dealer locator and electronic request for quote

**For Dealers, BuyDesign delivers:**

- Rapid quotes and orders for inventory & make-to-order items
- Dealer margin analysis including incentives, trade-in & financing options
- Guided selling of features, options & accessories
- Accurate rules-based pricing
- Online (web-based) or desktop PC editions



**For Customer Service Reps, BuyDesign delivers:**

- Electronic acceptance of dealer orders
- Rules-based validation of features, options & pricing
- Access to special features & options
- “Order on behalf of” capability



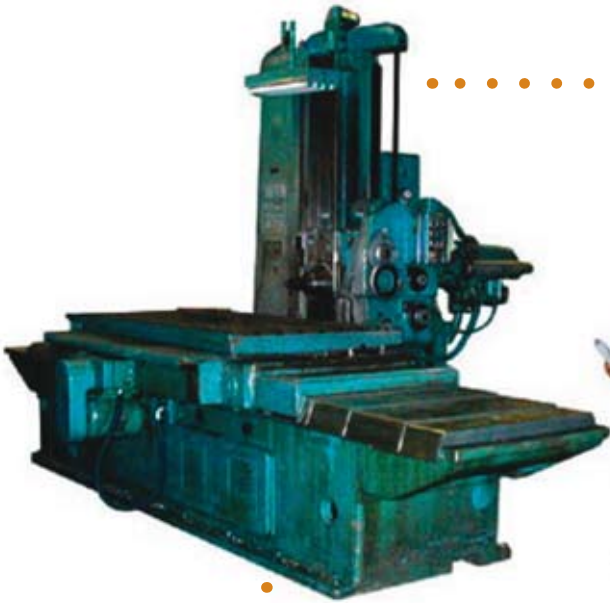
Sales Orders



## But what about backoffice operations?

### For Information Systems, **BuyDesign** delivers:

- Single point of maintenance for master data
- Automated distribution of software and catalog updates
- E-mail alerts for transaction errors or link outages
- Highly scalable, load balanced architecture



### For Manufacturing, **BuyDesign** delivers (for make-to-order products):

- Dynamic BOMs and Routings
- Shop floor instructions
- CNC downloads

### For Maintenance, **BuyDesign** delivers:

- Aftermarket parts & repair service ordering
- Order configuration history
- "As Configured" assembly drawings



For Agricultural Equipment Manufacturers...**BuyDesign** delivers!