



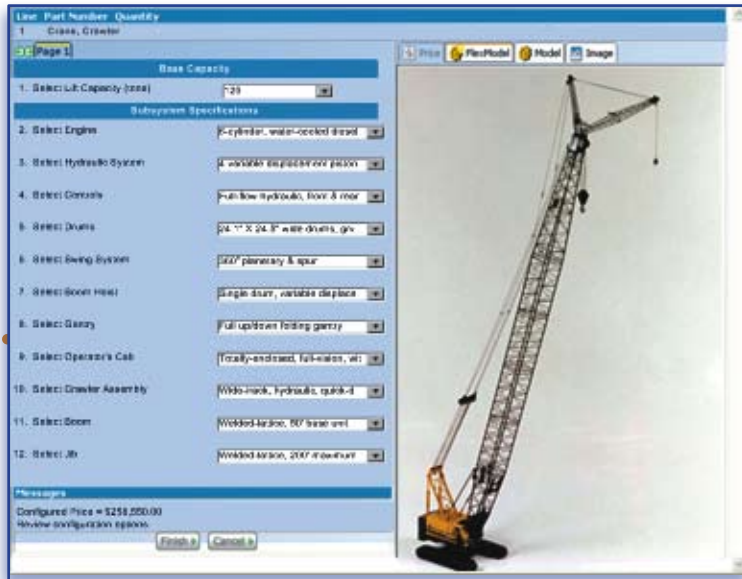
For Construction Executives, BuyDesign delivers:

- 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



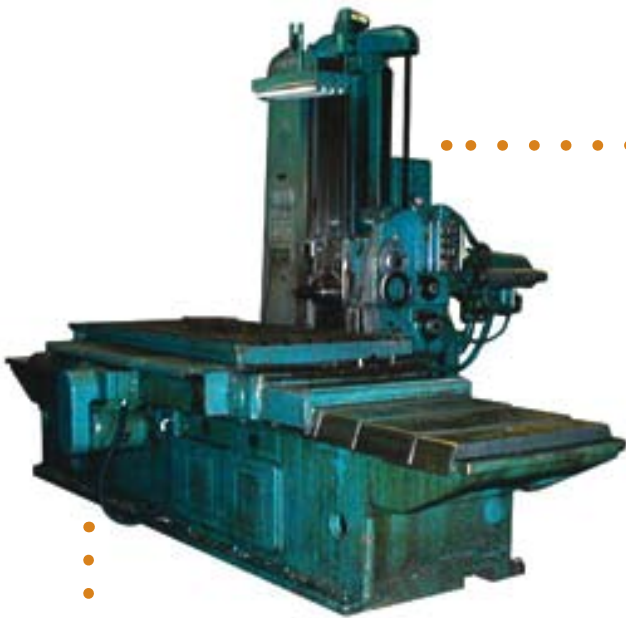
Sales Orders



But what about backoffice operations?

For Information Systems, BuyDesign delivers:

- Single point of maintenance for master data
- Automated distribution of product & pricing info
- Easy system administration
- 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 Construction Equipment Manufacturers...BuyDesign delivers!