

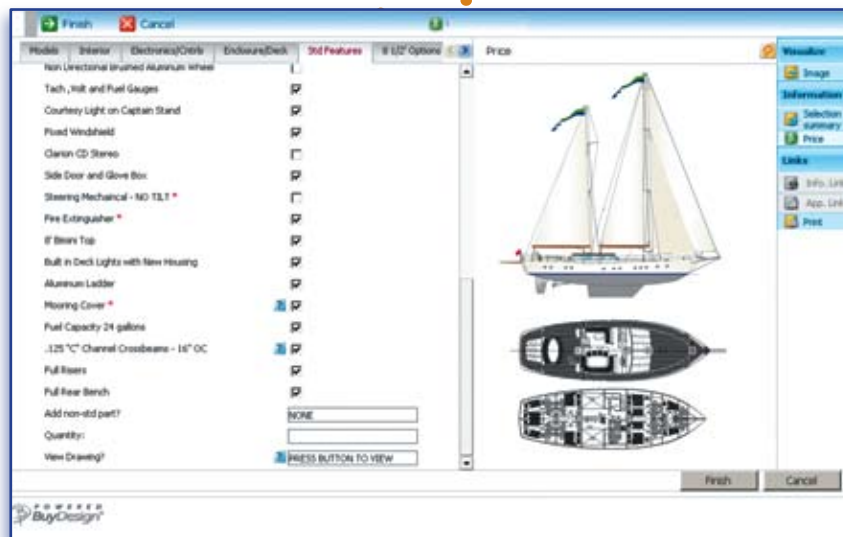
**For Prospective Customers, BuyDesign delivers:**

- Online browsing of boat models, features, options & accessories
- Ability to “build your own” custom configurations
- Visualization of trim packages, interior plans, color schemes
- Request for quote from nearest dealer



**For Dealers, BuyDesign delivers:**

- Engaging visual selection to create consumer interest
- Guided selling of features, options & accessories
- Rapid quoting with accurate rules-based pricing
- Output of high quality quote documents
- Online (web-based) or desktop/laptop PC editions



Workflow  
for  
Engineer-To-Order  
requests



**For Engineers and Designers, BuyDesign delivers:**

- “Flexing” of parametric CAD models for pre-engineered options
- Interface to workflow for custom engineering requests
- AutoCAD® blocks for standard & custom assemblies



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:

- Automatic generation of "hull number"
- Creation of jobs, subjobs, BOMs and Routings
- Shop floor drawings & work instructions



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

- Electronic acceptance of orders
- Rules-based validation of features, options & pricing
- Access to special features & options
- Ability to adjust quotes & orders "on behalf of"



For Marine Manufacturers...**BuyDesign** delivers!