



equip-soft

Software for Equipment Dealers

“Equip-Soft has a future and a solid long term business plan. It’s important to be on a solid platform and not just a product.”

Brenie Bowles, Equipment Depot / PON North America

Why Equip-Soft

Equip-Soft is a dealer management system focused on the unique needs of equipment dealers. By combining the dealer-specific enhancements that Equip-Soft provides to the Microsoft Dynamics stack of technologies, we are able to help increase dealers operational efficiencies. Whether to increase margins from Part sales or to have full reporting on dead stock, our Dealer Management System helps Equipment Dealers with profitability.

We work with Equipment companies

Equip-Soft delivers a software and services packages for Equipment dealers. Equip-Soft helps equipment distributors manage growth and improve efficiencies through its rentals, service, sales, parts, and fleet management software. We do this by matching up the best technology with the best business processes.

Our technology roadmap

Our customer’s continuous improvement is key. With Equip-Soft, customers will gain access to a product roadmap and upgrade path that allows them to find and make improvements in their businesses long after their initial implementation.

Partnering with Microsoft Dynamics means that we offer all the benefits of working with an Industry specific software provider but we have the backing of the largest provider of business software in the world. Microsoft is investing over \$2 Billion per year to ensure its ERP solutions are the best on the market and will be supported for the life of your company. No other organization can offer this level of commitment to you.



Dealer Management Systems (DMS)

How we help with Rentals

When a customer calls you need to provide them with information on availability and scheduling. Beyond this, it is critical to effectively manage the utilization of your rental fleet in order to maintain profitability. Equip-Soft Rentals helps you to manage your rental operations through:

- *Complete management of short term and long term rentals*
- *Consolidated fleet management*
- *Instant availability of rentable equipment*
- *Easy setup of rental contracts*
- *Complete integration with Fixed Assets and Service Management*
- *Easy handling of re-rents, exchanges and returns*



How we help with Service

Service is all about being responsive to your customer. Superior service earns you a competitive edge and builds customer loyalty, thus fuelling profitability. Equip-Soft Service allows you to effectively manage your service operations through:

- *Work order management*
- *Service contract maintenance*
- *Field service dispatch*
- *Meter/Counter reading management*
- *Scheduled maintenance*
- *Warranty tracking and invoicing*
- *Mobile service capabilities*



How we help with Sales

You want to make selling a piece of equipment less complicated while avoiding duplicate data entry. You need real-time, accurate information on your contacts to make better decisions. The sales module of Equip-Soft allows you to effectively work with your customers and prospects through:

- *Opportunity Management*
- *Campaign Management*
- *New Equipment Sales*
- *Equipment Configurator*



How we help with Parts

In order to better service your customers, you need the right parts at the right time. Equip-Soft Parts allows you to effectively manage your parts operations through:

- *Easy parts order entry*
- *Track inventory in real-time by branch/location*
- *Track cross-references, substitutions and supercedes*
- *Identify dead stock*
- *Minimize on-hand inventory*
- *Optimize parts replenishment*
- *Increase warehouse efficiencies*



How we help with Fleet Management

The key issue with fleet maintenance is keeping an optimum size fleet of assets running at the lowest possible cost for any given customer. We provide you with accurate up to date information about fleet operations and utilization. Equip-Soft Fleet Management helps you:

- *Control fleet costs*
- *Simplify and be effective with fleet maintenance*
- *Provide deep understanding of fleet usage/utilization*
- *Minimize or even eliminate paper work*
- *Share as much information with customers as possible*



What good is business software if it doesn't help you improve your bottom line?



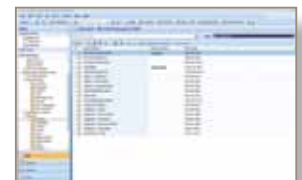
Equip-Soft works with Equipment Dealers every day.

Working with Industry leaders such as PON North America and Mitsubishi Caterpillar Forklift America, we really understand the business challenges Equipment Dealers face. We take the risk out of the equation by eliminating the need for risky customization. We have built a scalable implementation process that allows large, mid-size and small companies to implement without taking an eye off the business. After all, what good is business software if it doesn't help you improve your bottom line?

Customer Relationship Management (CRM)

Whether implemented standalone, or integrated to Equip-Soft's full business system, our CRM software powered by Microsoft Dynamics helps you manage relationships with customers by developing your Sales Force Automation, Opportunity Management and Campaign Management.

With Equip-Soft, companies can opt to deploy MS Dynamics CRM for the management of customer communication, workflow, and opportunity management. MS Dynamics CRM is fully integrated to MS Outlook™. Your employees will be instantaneously familiar and at ease. Access account history and contact information offline. Integrate contact information to your smart phone (Blackberry, Windows Mobile, or iPhone) device automatically.



Opportunity Management is a great way to ensure your sales team is spending time with key customers, and that you have a forecast that is accurate.



Managing the equipment life cycle through its useful life in the new and used fleet as well as the rental fleet is key in ensuring the dealership receives the maximum financial benefit of every asset. Equip-Soft helps with automated workflows and easily customized views to access this information.



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