

IRON BUILDER®	IRON Builder® Edition Name	IRON Builder <i>OPEN</i>	IRON Builder <i>ESSENTIALS</i>	IRON Builder <i>ADVANTAGE</i>	IRON Builder <i>ADVANTAGE Plus</i>	IRON Builder <i>ELITE</i>
Sales Accuracy in a Click						
IRON Builder Edition Key Differentiation	Pricebook distribution to IRON HQ® and Enterprise xSellerator™ Dealers	ESSENTIAL includes OPEN and an online retail configurator	ADVANTAGE includes ESSENTIALS with a dealer locator & email lead distribution	ADVANTAGE Plus is ADVANTAGE with option for dealer quoting from IRON Builder	ELITE includes Advantage and brand skin, exclusivity, UI customization & channel performance benchmarking	
Subscription Fee:	FREE	Starts at \$599/mo	Starts at \$1499/mo	Starts at \$1499/mo	Starts at \$1499/mo	Custom Bid
One Time Setup Fee:	N/A	\$1,500	\$2,000	\$2,000	\$2,000	Custom Bid
PRICEBOOK DATA DISTRIBUTION						
Wholesale pricebook information distribution in IRON HQ and Enterprise xSellerator	•	•	•	•	•	•
IRON Builder API - OEM Price and Dealer Location Data Integration	•	•	•	•	•	•
IRON BUILDER CONFIGURATION ENGINE						
Advanced build rules engine make complex product specs simple to configure	•	•	•	•	•	•
Public Retail Configurator at IRONBuilder.com		•	•	•	•	•
Public Retail Configurator OEMname.IRONBuilder.com			•	•	•	•
BRANDING & WEBSITE INTEGRATION						
Builder Widget - embed your IRON Builder in your website		•	•	•	•	•
Custom URL - http://yourOEMname.ironbuilder.com			•	•	•	•
Full Custom URL with Custom Designed Skin - http://yourOEMname.ironbuilder.com						•
DEALER LOCATOR						
IRON Solutions Dealer Locator Service			•	•	•	•
LEAD FORWARDING - "Request a Quote"						
Leads emailed to dealer network			•	•	•	•
Leads delivered to IRON HQ and Enterprise xSellerator			•	•	•	•
DEALER QUOTING TOOL						
Dealer quote generates PDF with Name, manual discount, Freight costs and expiry date.				•	•	•
REPORTING						
Email usage summary report			•	•	•	•
Lead & usage reporting management dashboard including channel performance benchmarking						•

IRON BUILDER OPTIONAL ADD-ONS						
DATA MANAGEMENT SERVICES - Let us make it turn-key!						
Experienced pricebook management staff	•	•	•	•	•	•
PDF Pricebook distribution to dealer network			•	•	•	•
Custom dealer services						•
DEALER DISCOUNT PROGRAM MANAGEMENT						
OEM Incentive Program management, Integrated into IRON HQ			•	•	•	•
FACTORY ORDER ENTRY						
Electronic order system - Accurate and fast						•
LEAD QUALIFICATION SERVICES						
Trade-in information provided with lead						•
Real-time guide evaluation information provided with trade-in						•
LEAD MANAGEMENT						
OEM Lead Response Dashboard and Data Import/Export						•
Marketing services						•

For more information about IRON Builder services, please contact Steve Fulton, Director of IRON Builder
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