



IRON HQ™

Your Business Management Headquarters

How it fits together

HQ Compatible Services

IRON SEARCH
The Equipment Authority

IRON GUIDES
The Gold Standard in Equipment Pricing

IRON BUILDER
Sales Accuracy in a Click

Dealership Core

IRON HQ
Your Business Management Headquarters

Only IRON HQ™ for NetSuite®, offers these industry specific application and data advantages. Now you can maximize your current and future investments in IRON's services such as IRON Search®, IRON Guides™ and IRON Builder™.

Application

NetSuite CRM+

- Advanced Forecasting
- Lead Dashboard
- Group Calendaring
- Contact Management
- Sales Force Automation
- Marketing Automation
- Document Management
- Customer Profile and History

Platform

NS-BOS

- Oracle® SaaS Infrastructure
- Software Development Tools
- Instance Versioning Control
- Central Automatic Updates
- SAS 70 Data Center

The only marketing and sales management application designed specifically for your equipment business.

IRON HQ™ is integrated. Within a single, powerful application, it combines complete customer-facing CRM from NetSuite® with IRON Solutions' trade-in guide data, IRON Search® used equipment marketing and new machine configuration with IRON Builder™. As a result, it allows equipment dealerships to unite fragmented data and automate sales processes across locations.

IRON HQ™ is intelligent. The system holds all equipment sales data in a single database, giving you access to your key performance metrics on a customizable, real-time dashboard. As a result, IRON HQ™ enables you to make better, faster marketing and sales decisions.

IRON HQ™ is simple. With IRON HQ™, implementations are both faster and less expensive than traditional business applications. Unlike traditional software with clumsy updates to install and expensive computer systems to manage, IRON HQ™ is a Web-based on-demand solution accessible from any browser, significantly reducing your total cost of ownership.

Why IRON HQ™?

Remove costly errors from pricing, appraisal, quotation and ordering processes.

Have the ability to quote new equipment online with IRON Builder™, with all the validation rules for error-free quotes. Then appraise customer trades online using the IRON Guides™. Immediately add a used item to a quote with photos right from IRON Search®. All this while keeping clear inventory and quote records all in one place so the whole team can benefit.

Control margins on quoted equipment and trade-ins.

Managers and owners can centrally control sales margins with customizable margin rates and preferences across all sales staff in all locations. Have instant access to profit analysis and key performance indicators (KPIs) with one-click drill down.

Profit from and control customer profile data, generate leads and create more sales.

IRON HQ™ allows you to sell to both prospects and current customers equally effectively. With our integrated tools and information, you can instantly see your top 50 customers by expected sales volume while managing existing customers with access to all quoted machines, trade-ins and equipment in their operation.

Create efficiency and professionalism in your sales tools, documents and communications.

With a single, integrated platform, your sales team will no longer have to re-enter data in different systems, rectify inconsistent or inaccurate data, or wait for batch updates. Instead, all your staff view and share inventory at all locations and what machines have been quoted, leading to greater collaboration among the team to increase productivity and sales.

Forecast sales with accuracy instantly refine your plans from real-time data.

Customizable Dashboards offer real-time access to key performance metrics, supporting intelligent, timely business decisions. Easily measure and compare your opportunities, leads, sales and forecasts across any period and drill down to details on any item with a single click.