

IRON Builder<sup>®</sup> is a flexible configurator service that enables electronic pricebook distribution, complex configuration capabilities, program management and lead forwarding services specifically for light to heavy duty whole good machinery OEM's. Unlike ordinary product configurators, the IRON Builder service also enables timely and accurate distribution of pricing data to 5,000 equipment dealer locations across North America. It's part of the IRON Solutions' suite of products that optimize the marketing, configuration, pricing, quoting, sale and remarketing of new and used agricultural, construction and outdoor power equipment.

### Getting Started

Regardless of what package you've chosen, getting started is easy. It all begins with your data. There are 3 options for preparing your data for IRON Builder:

1. Provide us with an electronic copy of your pricebook information and if relevant, your complete authorized dealer list. \*Data must be provided in an agreed upon format, according to data structure specifications.
2. Use our FREE IRON Builder API (Application Programming Interface); an online interface that allows OEMs to maintain their pricebook information for IRON Builder product configurators. We have complete technical documentation available for your use.
3. Establish a direct data feed for ongoing updates and maintenance. Our IRON Builder technical team will work with you to establish and maintain this connection.

If you do not have electronic data available, or you require additional support in preparing your data for IRON Builder, we can provide Data Management Services at affordable rates. Please see below for additional detail and pricing:

<b>IRON BUILDER<sup>®</sup> Data Services Supplemental Data Input and Management Services 2011 Rates (Pricing in US Dollars – Prices as of proposal date and subject to change)</b>	
<b>Initial Data Entry and Setup</b>	<b>Unit Price</b>
If you need assistance with your data input, IRON's data services team can enter your price book information into a format that is compatible for IRON Builder	\$220 per model setup
<b>Ongoing Data Maintenance</b>	
If you need assistance maintaining your price book data, IRON's data services team can maintain your existing IRON Builder data based on a per model, per update based on # of models, complexity and quantity of changes	\$120 per model
<b>Additional Data Services – Hourly Rates</b>	
Implementation, data conversion, data scrubbing, customization, interfaces	\$175 per hour

### IRON Builder Testimonials

“We needed a way to quickly and easily distribute our price book information to our growing dealer network and knew that IRON Builder<sup>®</sup> was a proven, budget-friendly solution for us. The IRON Builder product configurator engine is sophisticated enough to handle the most complex build rules seamlessly, so we can improve order accuracy and reduce quoting errors across the channels.”

**Howard Groth, Sales Manager, Honey Bee**

“Bourgault has hundreds of equipment models, priced for US and CA markets. We needed our dealers to have immediate access to up-to-date product and pricing info, so they are in a position to sell more Bourgault equipment faster. The IRON Builder team was able to take our price book data, quickly import it into the IRON Builder configurator, and now dealer’s can quote our equipment directly from the field, without thumbing through paper books or risking outdated information. We are incredibly pleased with the service.”

**Jason Kirsch, Manager, Bourgault Equipment**

“We’re very excited to offer this service to our dealers. With this integrated price book, configurator and quoting tool online, we will be offering our dealer network the most up-to-date and accurate information, in a format that will make them more confident when quoting Salford equipment. The IRON Builder service has the potential to revolutionize the way we sell equipment.”

**Anson Boak, Marketing, Salford Equipment**

### IRON Builder Case Study

We have an IRON Builder customer case study available for download. The Case Study, titled Leading Agricultural Equipment Manufacturer Utilizes IRON Builder Configurator to Improve the End-To-End Customer Experience, highlights a leading agricultural equipment manufacturer utilizing their IRON Builder retail configuration solution over a one-year period. Some of the highlights from the study include the following results:

- 25,000 configurations with a value of \$2.8B were generated from the retail configurator
- IRON Builder pushed over 2,800 configurator leads with a value of \$237M into the dealer channel
- Over \$68M worth of leads were directly assigned to dealer instances of IRON HQ<sup>®</sup> (IRON’s Customer and Equipment Lifecycle Management Service)

For more information, please contact Steve Fulton, Director of IRON Builder  
[fultons@ironsolutions.com](mailto:fultons@ironsolutions.com) . 615.829.8254 . 877.266.4766 x6256