

For Immediate Release



Contact:

Lisa Bocklage, Director of Marketing
IRON Solutions LLC
Phone: 636.349.6243
E-mail: bocklagel@ironsolutions.com

IRON SOLUTIONS AND OPTUS INC. PARTNER TO PROVIDE KEY CRM SOFTWARE FOR EQUIPMENT DEALERS

Quote Pro Sales Suite Certified for use with NEC Key Systems

Fenton, MO (December 4, 2007) — IRON Solutions and Optus Inc. today announced they are working to enhance the efficiency and value Quote Pro Sales Suite delivers to agriculture equipment dealers in North America with value-added sales of NEC key systems. In addition, IRON Solutions announced its Quote Pro Sales Suite (QPSS) has been certified for integration with NEC's key telephony systems. This agreement was initiated by [Optus, Inc.](#), a leading distributor of NEC key and IP telephony systems.

“Optus is constantly striving to find ways to help our customers make their businesses run as smoothly as possible,” said Mark Duckworth, president and CEO of Optus in Jonesboro, AR. “Working with IRON Solutions and NEC to improve communications is another unique value we have delivered.”

For two years running, NEC has been ranked first in worldwide enterprise telephony equipment and key systems market share by Gartner. The new enhancement to IRON's QPSS now allows equipment dealers using NEC key systems to be instantaneously connected with their customer's profile, appraisals, quotes, and purchase history. Upon receipt of a customer's phone call, the NEC console within IRON's QPSS recognizes the customer's phone number and through an auto pop-up feature, displays key contact information from the database automatically onto the dealership's computer screen.

“From equipment appraisal guides to inventory management to fully-integrated CRM tools, IRON Solutions has long been providing business solutions to equipment dealers throughout North America,” reports Scott Derksen, Senior Vice President, Technology and Development. “Quote Sales Suite is a complete Sales Management software solution for equipment and tractor dealers to improve profitability and communication in their sales department across all dealership locations. IRON Solutions is proud to be strategic partners with both Optus and NEC Unified in introducing a new capability throughout our market vertical.”

“Mergers and consolidations throughout the equipment dealer industry are increasing the number of multi-site dealerships with centralized management. The ability to network multiple sites together into a single business communication solution brings significant productivity and customer service enhancements,” said Ed Martin, vice president of Optus in Jonesboro, AR. “We understand the tremendous value equipment dealers will realize through true unified communication solutions. The Optus Network is there to support dealers seeking improved voice, visual, and data communications, no matter where they are located.”

About IRON Solutions®

IRON Solutions is the leading source of Equipment Market Intelligence for used agricultural, industrial, and outdoor power equipment. IRON provides an integrated portfolio of services to manufacturers, dealers, producers and finance companies who want to make business-critical decisions, informed by easily accessible and accurate market information. IRON Solutions, is the trusted source of the gold standard in equipment data, and is the technology partner of the North American Equipment Dealers Association (NAEDA) <http://www.naeda.com>, and its affiliated associations in the United States and Canada.

For more information, visit www.ironolutions.com.

About Optus, Inc.

Headquartered in Jonesboro, AR. Optus, Inc. has been providing businesses with telecommunications solutions for 16 years. Optus is a dealer, a distributor, and remanufacturer of voice, visual, and data business communications solutions. The company employs more than 150 sales, service and administrative professionals in five states.

The Optus Network of business communication solution dealers includes more than 135 dealers, employing more than 300 sales and 500 service professionals. For more information, visit www.optusinc.com.

About NEC Unified Solutions

NEC Unified Solutions Inc., a global leader in VoIP and data communications for the [NEC Corporation](#) (NASDAQ: NIPNY), delivers the industry's most innovative suite of products, applications and services that help customers achieve business value through technology. NEC Unified Solutions, a wholly owned subsidiary of NEC Corporation of America, offers the most complete range of communications services and solutions, advanced product platforms and applications, and an open migration path to protect investments. NEC Unified Solutions, Inc. serves Fortune 1000 customers across the globe in vertical markets such as hospitality, education, government and healthcare. For more information, visit: www.necunified.com.

#