

PFW: Committed to Innovation

Over its history, PFW's development activities have focused on using new technology to provide Dealers with an ultimate Dealership Management System that is second to none in the equipment distribution industry.



In 1979, Huron Tractor, a large John Deere dealership, was dissatisfied with their business system. Looking for solutions, Huron Tractor examined other business systems and realized these systems lacked the functionality required to run a large, multi-branch equipment dealership. Understanding what was needed to run a successful dealership, Huron Tractor hired Doug Prout and Bill Farquhar to develop the software that would eventually become the PFW Dealership Management System.

What follows are some of the events that have helped shape the PFW today.

Timeline

FIRST FOUR SYSTEMS SOLD
ACCOUNTS RECEIVABLE
GENERAL LEDGER

ACCOUNTS PAYABLE
COMPLETE GOODS

PFW IS INCORPORATED
PAYROLL

1979

The first four dealerships that purchase the PFW system are: Truck and Tractor (now Nortrax Canada [formerly Ontrac Inc.] - Mississauga, ON), Redhead (Saskatoon, SK), AIS (Grand Rapids, MI) and Rosetown (now Western Sales - Rosetown SK). All four Dealerships continue to use the system today!

Accounts Receivable is the first module developed to simplify the collection and control of accounts receivable in order to improve cash flow. A/R remains an integral part of the PFW Dealership Management System.

General Ledger is developed to eliminate errors by using only a single entry to capture data. The balance sheet can be "preliminared" with the final report run at month-end closing. Budgets can be changed at any time throughout the year and, when modified, the financial statements will automatically adjust the year-to-date budget and variance for the remaining months of the year. As the foundation module of the fully-integrated system, a single entry for invoicing results in the billing system automatically editing and updating accounts receivable and the general ledger as well as the sales analysis, parts and complete goods inventory modules as these modules are delivered.

1980

Accounts Payable is developed and released to provide simple and efficient keying of payables and gives immediate due-dates to all customers to take full advantage of cash discounts. Its full integration with the general ledger ensures that the general ledger allocation is always in balance.

Complete Goods (now Equipment) allows access to information regarding unit availability, current location, how they are equipped, current selling price and cost per unit.

1981



PFW is incorporated, with the ownership group being composed of Doug Prout,

Bill Farquhar, Ron Watt and the five owners of Huron Tractor. Since its incorporation, PFW has become a leading provider of Dealership Management System solutions for equipment dealerships throughout North America. Once exclusive to John Deere Dealers, PFW has expanded into a wider marketplace to provide management solutions for a variety of equipment Dealers, including: Bobcat, Case, Champion, Dresser, Gehl, John Deere, Link-Belt, Komatsu, New Holland, Timberjack and many others.

The Payroll module is developed to print payroll checks and statements with full deduction details, automatically calculate regular and overtime earnings (as well as all federal, state/provincial and local taxes, social security and unemployment insurance deductions, and 401K and government pension programs), perform other deductions unique to the business, make manual payroll adjustments, post payroll data to General Ledger and print W2 and T4 tax forms. The system is replete with full security and permits electronic transmission of payroll data for automatic bank direct deposit.

Once the initial software was working well at Huron Tractor, other dealerships expressed interest in purchasing the system in order to improve their own operations. To respond to these requests and ensure continued development of the software, Doug Prout, Bill Farquhar and Ron Watt—PFW is an acronym for their surnames—were hired full-time. Nearly thirty years later, the PFW Dealership Management System continues to evolve.

<p>PARTS MANAGER</p>	<p>SERVICE MANAGEMENT</p>	<p>ADVANCED RENTAL</p>	<p>CUSTOMER PROFILE IBM AS/400 SYSTEM</p>
<p>1982</p>	<p>1984</p>	<p>1985</p>	<p>1988</p>
<p>A fully-integrated Parts Management module is delivered to reduce paperwork and human error as well as ensure that a dealership's parts inventory is consistent with their customers' parts requirements. The system is developed to provide electronic communications to the dealership's suppliers to promote ordering efficiency. The online system provides up-to-date information and increased parts department profits.</p>	<p>The release of Service Management provides tools to improve labor sales, control expenses and streamline paperwork. Labor scheduling/assigning, vehicle movement, job costing via flat-rates, estimates, quotes, service-pricing guides and parts lists are some of the features included. The ability to complete and electronically transmit warranty claims, special-tool management, labor sales analysis, service history, vehicle maintenance and management reports is also included.</p>	<p>The addition of Advanced Rental gives instant access to equipment availability, rental rates, customer credit limits and rental history. Features include optimized billing procedures, the tracking of attachments, the management of preventative maintenance, the preparation of contracts online, online checking of customer credit, selling parts and service supplies on the Rental Contract, the management and dispatch/pickup of rental units as well as extensive management reporting.</p>	<p>Customer Profile is developed to give the dealership's sales team instant access to customer information to help make prospecting, qualifying leads and sales easier. The system lets the sales team extract the maximum sales potential from their territory by allowing them to aggressively sell after-market services to expand the dealership's customer base. Features include call analysis, profile sales analysis and after-market services. It also includes the ability to download customer and machine data to laptops for uploading to the AS/400 central database to keep all dealership staff up-to-date on customer and equipment information.</p> <p>PFW continues to lead the way by migrating and shipping its software with the new IBM AS/400 system (currently named IBM eServer i5).</p>

ESIS

1990

ESIS (Electronic Service Information System) gives John Deere dealerships the ability to communicate using a two-way link with Deere and Company. Dealerships can now inform Deere and Company of delivery receipts and warranty claims as well as receive product-improvement program information.

INVOICE HISTORY
FIRST POP-UP GREEN SCREEN
WINDOW
MELROE COMPANY CHOOSES PFW

1991

The development of the Invoice History function permits equipment, parts, A/R, rental, work order and sales-order history to be printed and/or faxed for both internal and external use.

The first pop-up window green screen is added.

The Melroe Company chooses the PFW Dealership Management System as its system of choice for authorized Bobcat Dealers.

PC DEALER FOR BOBCAT &
INGERSOLL RAND
F10/F10 G/L DETAILS IN CHART OF
ACCOUNTS

1992

PC Dealer for Bobcat and Ingersoll Rand allows dealerships to submit warranty claims, whole good orders and generate sales quotes. PC Dealer includes Bob-Quote, a PC custom-tailored package that allows Bobcat Dealers to produce professional, accurate quotations in minutes; the BEST (Bobcat Electronic Service Transmission) software package that Bobcat Dealers use to perform Bobcat parts-price updates 24-7 electronically using modems and telephone lines for up-to-date parts prices; and Direct Order Entry, wherein Bobcat Dealers electronically transmit whole goods equipment orders directly to Melroe and receive an order status in return.

The PC Dealer software suite is delivered and maintained over the Internet. Price updates used in BobQuote are made available electronically to ensure all Dealers' pricing remains current.

F10/F10 G/L Details in Chart of Accounts functionality allows the user a new degree of accounting power and business management through the ability to drill down to a new depth of detail. Now it is possible to see each month's journals, invoice postings within that journal, and details on each invoice.

CENTRALIZED INVENTORY
GENERIC FORMS

1993

Centralized Inventory allows a centralized branch (one that receives parts directly from a vendor) to be created within the PFW Dealership Management System to better manage parts inventory.

Generic Forms are designed to allow the implementation of standardized forms (sales orders, invoices, rental contracts, etc.) for the convenience of the dealership and its customers.

LANSA
ATTENTION KEY
COPS

1994

LANSA PFW adopts the LANSA 4GL environment for future product development. In addition to providing a centralized data dictionary, LANSA-based programs increase the functionality and ease-of-use of the PFW Dealership Management System.

The Attention Key program is implemented, providing menu-driven access to features previously invoked only by command-line.

COPS (Customer Order Parts System) is developed to allow customers to order parts or make parts inquiries via modem connection to a dealership's AS/400.

PFW ON THE WORLD WIDE WEB
TRAFFIC
LABOR BARCODE SCANNING

1995

PFW establishes a World Wide Web presence with its first web site. By 1998, PFW is designing and managing customized web sites for customers. PFW recognizes the internet as a valuable tool that can be leveraged for the benefit of equipment dealerships.

The Traffic module affords a new, high level of equipment tracking. The Traffic system is integral in minimizing your equipment inventory and maximizing the exposure of that inventory to all branches.

Labor Barcode Scanning is developed to enable service departments to more effectively collect labor timecard information and manage work orders. Technicians in the service department gain the ability to log on and off work orders effortlessly and efficiently with the simple swipe of a barcode. As a result, service managers are able to track and manage service efficiency.

RENTAL COUNTER
PARTS AND SERVICE QUOTING
Y2K COMPLIANCE

1996

Rental Counter software gives users greater flexibility and control of rental units, as well as offering many unique and detailed billing options. PFW Rental Counter gives dealerships the freedom to customize the program to suit individual needs. Helpful function keys guide operators through screens to easily open and close contracts, build invoices and, with enhanced billing features, have the ability to set up billing/invoicing defaults based on user-defined parameters, such as duration, rental rate and other defined minimums and maximums.

Parts and Service Quoting provides the ability to turn parts and service quotes into work and sales orders, with the reverse process also made possible.

Y2K compliance becomes a focus as PFW prepares for the new millennium.

LASER OVERLAYS
CD-ROM INTERFACES
CASE/PFW RELATIONSHIP BEGINS

1997

Laser Overlays are incorporated into the PFW Dealership Management System to provide the many advantages of printing special forms directly from the AS/400 to a laser printer. PFW designs and sets up a dealership's customized special forms with the information and company logo provided by the dealership. Full integration with PFW's faxing capability is also available. The dealership can fax customers and vendors customized forms directly from the AS/400 Fax Adapter or modem.

The CD-ROM Interface functionality allows the business system to interact with vendor-developed CD-ROM parts and service catalogs. The Interface allows the user to interact with the PFW Dealership Management System to determine availability and prepare an invoice.

After an RFP process, Case selects PFW as a business partner and the PFW Dealership Management System as a preferred software solution. For many Case Dealerships, the PFW Dealership Management is the system of choice.

**SERVICE AGREEMENT MANAGEMENT
BEST & DIRECT ORDER ENTRY ON INTERNET
MOBILE SALESMAN**

1998

Service Agreement Management is a completely integrated system which permits dealerships to set up and maintain equipment service agreements, which can be used internally or sold to customers. The Service Agreement Management System ensures that the sales and service staff will be able to maintain constant communication with their customers through the scheduling of maintenance jobs and by performing the work.

PFW continues its web initiative as the Bobcat BEST and Direct Order Entry modules start transmitting warranty claims & equipment orders via the internet.

As a contact management tool, Mobile Salesman provides salespeople remote access to customer data through their Lotus Notes interface. With the ability to replicate data from the business system to a laptop, Mobile Salesman also allows sales to get A/R, purchase history, equipment inventory, shipping, memo and calls information.

IBM PREMIER BUSINESS PARTNER – SYSTEMS

1999



PFW is honored as an IBM Premier Business Partner- Systems, a designation given to only those business partners

who excel in customer service, have sold an increased volume of IBM products, and who have attained specific IBM certifications in technical areas of the IBM AS/400. For the year 1998, only 16 Canadian businesses received this award.

**MOBILITY BY DESIGN
PARTFINDER
P/O SYSTEM
EPARTS
XML AND HTTP INTERFACES
IBM PREMIER BUSINESS PARTNER - SYSTEMS**

2000



PFW starts a new division, Mobility by Design. Mobility by Design's goal is to provide businesses and residences with high-speed wireless network solutions, mobility and flexibility. Mobility by Design has attracted such international customers as the Smithsonian Institution's National Museum of National History, German-based INIT Transportation and the Chicago Board of Trade.

PartFinder provides the ability to find and sell used, discontinued or specialty equipment parts. With over 1 million parts and over 100 participating Dealers and manufacturers across North America and the Caribbean, PFW PartFinder is a powerful Internet tool.

The PFW Visual LANSAP/O System is added and incorporates most of the familiar functions common in Windows applications, such as smart icons, toolbars and drop-down menus. The graphical user interface makes the Purchase Order System easy to use and navigate and is used to order and keep track of equipment, fixed assets and miscellaneous items such as office supplies, computer supplies and furniture as well as create stock numbers from within the Purchase Order System.

eParts is a browser-based tool affording a dealership's customers the ability to browse and shop for parts for pickup or delivery.

XML and HTTP interfaces, including PartFinder, PowerPlan (purchase card transaction), John Deere DTF and parts cross references become available.

For the second consecutive year, PFW is awarded IBM Premier Business Partner - Systems status.

MOBILITY BY DESIGN
 PARTFINDER
 P/O SYSTEM
 EPARTS
 XML AND HTTP INTERFACES
 IBM PREMIER BUSINESS PARTNER - SYSTEMS

LAND OF SOFTWARE
 ESERVICES
 MANAGEMENT CENTRAL
 IBM PREMIER BUSINESS PARTNER - SYSTEMS

CREDIT-CARD PROCESSING
 IBM PREMIER BUSINESS PARTNER - SYSTEMS

2001



Land of Software
 Much More Than Software! a PFW company

PFW purchases an interest in Land of Software, one of the most established computer system providers in London, Ontario. Land of Software provides hardware, software, printers and supplies in addition to security and network consulting services.

eServices expands on the previously released eParts application in order to provide a comprehensive and totally integrated suite of e-business applications designed to extend a dealership's services to its customers on the internet. Account information, equipment information, the ability to schedule service, order parts or print out copies of individual invoices is available in eServices, 24 hours a day, 7 days a week.

Management Central, powerful browser-based software designed to help dealership managers develop and execute management strategies, is introduced. Management Central is a real-time business intelligence tool, based on a complete analysis of customer, parts, equipment and service – as well as sales and financial information.

For the third consecutive year, PFW is awarded IBM Premier Business Partner - Systems status. PFW is also certified as an e-business - Business Partner. This certification signifies that PFW has demonstrated a solid understanding of e-business customer solutions and is evidence of PFW's ongoing value to, and partnership with, IBM.

2002

Credit-card processing using XML and internet technologies is integrated into the PFW Dealership Management System.

For the fourth consecutive year, PFW is awarded IBM Premier Business Partner - Systems status.

2003

In combination with the release of PFW system R6V01, PFW IntelliDealer is branded and then introduced at the PFW Dealership Management Conference in Nashville, Tennessee. PFW IntelliDealer provides browser-based business intelligence. From your desktop, it allows you to receive critical information from your business system in an easy-to use and intuitive interface, complete with drill-down capability to provide an in-depth analysis of your dealership's business activities.

As part of IntelliDealer, Customer Care gives dealerships the means to gain a better understanding of their customers and market to them accordingly. Additionally, Financial Management is a complete and integrated financial package, featuring time-saving, single-entry processing.

The development of the PFW Auction Manager software package allows auctioneers to simply and efficiently organize auctions, including consignors, items and buyers.

For the fifth consecutive year, PFW is awarded IBM Premier Business Partner - Systems status.

PFW INTELLIDEALER
CUSTOMER CARE
FINANCIAL MANAGEMENT
PFW AUCTION MANAGER
IBM PREMIER BUSINESS PARTNER - SYSTEMS

PRODUCT SUPPORT
INTELLITECH
IBM PREMIER BUSINESS PARTNER - SYSTEMS

PROFITABILITY
USED EQUIPMENT EVALUATION
PARTS ENHANCEMENTS
IBM SERVERPROVEN
IBM PREMIER BUSINESS PARTNER - SYSTEMS

2004

A new application, Product Support, is introduced for PFW IntelliDealer and is comprised of the Equipment, Service and Parts modules. Service features Supervisor and IntelliTech, role-specific, integrated tools which power the service department. Supervisor gives management a stronger perspective of service-department activity, which helps improve coordination and raises customer service levels.

IntelliTech streamlines processes for service technicians, which increases their efficiency to positively impact customers' service interactions.

For the sixth consecutive year, PFW is awarded IBM Premier Business Partner - Systems status.

2005

The Profitability and Used Equipment Evaluation features are introduced to IntelliDealer. Profitability allows dealerships to obtain a clear picture of which accounts are their most lucrative, after considering cost plus revenue. Used Equipment Evaluation gives dealerships a systematic way with which to calculate accurate values of used equipment.

Parts is expanded through the migration of a consignment system, a customer discount feature, cycle count system, additional quoting flexibilities and greater stock order and inventory power.



PFW gains IBM ServerProven Status. This designation identifies PFW as a company whose business applications have been validated on IBM eServer systems and verified by customer experience.

For the seventh consecutive year, PFW is awarded IBM Premier Business Partner- Systems status.

2006

The Customer Portal was designed to allow staff to provide knowledgeable, efficient customer service, regardless of their department. It gives staff access to a customizable, single-screen dashboard showing all information related to a single customer.

Labor Pricing allows the labor rate to be increased, decreased or replaced with a set amount. The rate criteria can be based on branch, customer number, rate code, type, premium code or work order type.

Parts Ordering gives users the ability to utilize order-formula codes and view parts sales as well as view and maintain parts profiles, quotes, invoices and invoice history. It makes it simple to sell parts to work orders, keep track of the sales history of each part, and look up parts for your customers. In order to help meet each dealership's inventory requirements, the parts lookup screen features a link to the PFW Part-Finder application.

The IntelliDealer Rental module allows dealerships to streamline their rental operations and optimize the profitability of their rental fleet. Rental's powerful search screens enable accurate rental unit availability and the selection of units by availability, stock or tag number, category, class and type.

For the eighth consecutive year, PFW is awarded IBM Premier Business Partner- Systems status.

SALES SUPPORT PORTAL
 LABEL PRINTING SOLUTION
 IBM PREMIER BUSINESS PARTNER - SYSTEMS

GENERAL INVOICING
 TASK TRACKER SYSTEM
 DASHBOARD HIGHLIGHTER
 MOBILETECH
 IBM PREMIER BUSINESS PARTNER - SYSTEMS

NEW PO SYSTEM
 PFW VOIPLINK
 FINANCIAL BOOKS
 MOBILE INSPECTION
 RENTAL SUPERVISOR
 ADP PURCHASE

2007

The Sales Support Portal is a customizable, single-screen dashboard that displays a high-level overview of a Sales Associate's customers to help manage sales tasks and provide easily accessible details about each customer.

PFW's Label Printing Solution allows dealerships to print crisp and clear parts, equipment, customer and vendor labels. The solution allows Dealers to go from printing parts and equipment labels to customer and vendor address labels without the need to change media. IntelliDealer's label layout is preformatted – Dealers simply select the fields they want to include on the label and let IntelliDealer do the rest.

For the ninth consecutive year, PFW is awarded IBM Premier Business Partner- Systems status.

2008

The General Invoicing system was developed to replace the green screen Key Invoices & Rental Contract Maintenance and is the last of the classic green screen billing applications to be moved into the browser-based IntelliDealer Dealership Management System.

The Task Tracker System is an advanced version of the Lotus Notes "To Do" application with user-defined tasks and customized screens as well as dashboard and e-mail notification to keep users informed of their tasks.

The Dashboard Highlighter allows users to define conditions that will cause values to be highlighted on the Executive Summary Dashboard. Rules can be set up to apply to single cells or entire rows, so that critical data is easier than ever to bring to the attention of users.

MobileTech takes aspects of PFW's IntelliTech browser-based time-management and information solution and makes it even more convenient by making it wireless. It allows service technicians to work off-site using a Personal Digital Assistant (PDA) that can be synced up with the system database upon their return to the dealership.

For the tenth consecutive year, PFW expects to be awarded IBM Premier Business Partner-Systems status.

2009

A new integrated Purchase Order (PO) system was developed for IntelliDealer to help users efficiently manage their acquisition of equipment, fixed assets and miscellaneous items such as office supplies, computer equipment and furniture.

PFW introduced new functionality for dealerships using Voice over Internet Protocol (VoIP) phone systems, including screen-pop and click-to-call features. This new functionality, integrated with IntelliDealer, will allow users to provide superior customer service.

The Customized Financial Reporting tool allows users to combine multiple reports with the ability to duplex and print a cover page and table of contents.

PFW MobileInspection is a streamlined, mobile version of the Used Equipment Evaluation module that can be taken into the field. This is a vital tool for properly evaluating used equipment when the equipment can't come to the dealership.

PFW Rental Supervisor acts as a single-screen portal to the data users need to efficiently and successfully manage their rental business.

In June 2009 PFW was acquired by ADP Dealer Services, a subsidiary of Automatic Data Processing Inc. (ADP), one of the world's largest providers of business outsourcing solutions. ADP provides expertise in HR, payroll, tax and benefits administration solutions, and is also a leading provider of integrated computing solutions to automotive, truck, motorcycle, marine and recreational vehicle dealers throughout the world.

Given the combination of ADP's financial resources, organizational reach and experience in markets very similar to our own, and PFW's considerable experience serving dealers in the equipment distribution industry, we are confident that the acquisition will benefit the people that matter to us most: our customers.



PFW continues to introduce new software technologies that extend the system's effectiveness. For nearly 30 years, PFW has produced industry innovations that show a deep commitment to meeting customer needs. These advancements illustrate a passion for technological growth that PFW considers an integral part of our company – and critical to the products and services we offer.

The PFW Dealership Management System was designed for Dealers by Dealers.

PFW views its customers as business partners and strives to provide a total solution for their business needs.