



IRON **BUILDER**[®]

FOR EQUIPMENT MANUFACTURERS

The solution to turning your price book data into an online lead generating machine.



 **iron**solutions[®]



In Action

YOUR PRODUCT PRICE
LIST & VALIDATION RULES
programmed into IRON Builder®

PRICE BOOK DATA ENTERED
by IRON's Price Book and Data
management team, transferred
electronically or managed by your
staff.

EASILY CREATE
distributable formats of your
current price book automatically.

ONLINE
PRICING CONFIGURATIONS
available to your customers at
yourdomain.com and to your
network of dealers
at IRONBuilder.com®

FOR Equipment Manufacturers Who Want to:

- + **Improve order accuracy** by knowing exactly what your dealers and their customers want
- + **Create brand awareness** and showcase machine-specific options and benefits
- + **Streamline dealer communication** with instant, accurate reporting
- + **Lower customer acquisition cost** by matching customers to your products
- + **Decrease quote turnaround time** by linking you, your dealers and their customers
- + **Track model and option popularity** in real time

Unlike expensive product configurators that are complex to implement, IRON BUILDER® is an on-demand service that relies on IRON's 15 years of electronic price book management experience for 60 brands in the agricultural and construction equipment business.

Whether you manufacture 20 or 200+ machines, IRON BUILDER® is an easy to deploy "on-demand" service that is customer-proven and has a budget-friendly, subscription fee structure.



IRON BUILDER® gives you more:

Lead Generation

Have IRON BUILDER® available on your corporate and dealers' websites to draw prospective buyers ready to purchase. The more accessible your information, the more likely customers are to buy. Your customers need to have all the information they need at the right time – when the order is being placed. Use IRON BUILDER® to generate multiple quotes based on different configurations finding the right deal for your customer each and every time. Immediately integrate with IRON's Customer and Equipment Lifecycle Management system for dealers and manufacturers to quickly turn these high-quality leads into sales.



100% Accurate Quotes

Simple errors on quotes = Costly errors. With IRON BUILDER®, sophisticated search tools and built-in validation rules, every quote automatically ensures model/option compatibility. Ensure accuracy and eliminate data-entry errors, while freeing staff from answering repetitive product questions.



Market Intelligence

What features are your customers interested in? With real-time data on product configurations done by your customers, IRON BUILDER® helps you anticipate inventory needs and determine the ideal balance between options and pricing.



User-Friendly Access

With just a few clicks of the mouse on IRON BUILDER®, your dealers and their customers generate quotes & proposals based on their configuration choices, taking less time to put together the quote and more time to close the deal.



Low Maintenance Application

IRON BUILDER® is an online service subscription with no large license fees, on-site servers, or software to maintain. Price book data can be transferred electronically and seamlessly transformed into the IRON BUILDER® format. All software update management included with your service.



Learn More Today!

IRON Solutions, Inc.

phone: 615-852-9777

sales@ironsolutions.com

www.ironsolutions.com

www.ironbuilder.com