

## BUSINESS CHALLENGE

Deere & Company wanted an integrated business solution to enhance brand value, create customer trust in used equipment, manage used equipment inventory, and eliminate uncertainty from used John Deere equipment purchases

## BUSINESS OBSTACLES

- Remarketing used equipment involved mostly manual procedures with client-server based systems
- Remarketing process was time-consuming
- Application involved redundant data entry, increasing error and cost

## GOAL

- Create used equipment e-marketplace that enhances Deere brand and builds trust
- Provide dealers multiple channels for trading equipment allowing online marketing collateral, real-time advertising and ability to calculate repair quotes
- Reduce paper processing and dealer hands-on time
- Easy-to-use interface which streamlines equipment evaluation process, submission of warranty requests and allows communication between service and sales within a dealer network

## PROCESS

- Build unified e-marketplace for dealers - creating multi-sales channel to manage and market used equipment
- Iterative development methodology dramatically improves how IT is applied to business problems, ensuring a disciplined and sustainable process

## SOLUTION

- Standardized integrated web-based interface for managing inventory
- Online evaluation of equipment, advertise directly in real-time, upload and show specific images for repair estimates and communicate between sales and service divisions
- Dealer-to-dealer exchange of inventory information
- Upload up to 12 photographs for machines listed dynamically generate professional sales brochures and repair quotes with photos and automated ad creation with pictures
- Links to display dealers' inventories
- E-pricing guide to determine price of equipment

## RESULTS

- Reduced in total support cost of application over 50%
- E-enabled dealers to manage and showcase online inventory with detailed records while resolving redundancy
- Created marketing collateral 'on-the-fly'
- Improved electronic pricing and elimination of price uncertainty
- Increases number of transactions from 1000 per year to 100,000 per year with no cost increase. Currently used by 4,000 dealers
- Increased Equipment Remarketing Services profit by 30%