

BuyDesign in the Recreational Boat & Yacht Industry
“Changing the Way Boats are Bought & Sold”



Introduction

Recreational boat and yacht manufacturers that have implemented or are currently implementing BuyDesign include Genmar Holdings (Four Winns and many other brands), Godfrey Marine (Hurricane, San-Pan and many other brands), S2 Yachts (Tiara and Pursuit Boat), Jupiter Marine and others. Based on work with these leading boat manufacturers, as well as interaction with the National Marine Manufacturers Association (NMMA) and other research, TDCI has developed a broad vision of the opportunities BuyDesign offers marine manufacturers. Every component of this vision is based on existing software that has already been proven in a variety of industries.



As a suite of guided selling and configuration solutions that can be readily integrated with existing order entry, manufacturing, and engineering systems, BuyDesign offers boat manufacturers a number of significant opportunities, including

- Improvements to current order entry and manufacturing planning methods that can:
 - Increase order accuracy while reducing training requirements
 - Increase manufacturing productivity and reduce delivery times
- A whole new generation of dealer-facing ordering and quoting solutions that can:
 - Improve dealer sales performance
 - Streamline 2-way communications with dealers
 - Reduce customer service requirements
- A much easier way to develop and maintain a high-quality consumer-focused 'build-your-own-boat' web site function
- A practical way to offer even more customization and personalization options to the market while simplifying data management and model year change-over

Solutions

BuyDesign consists of a series of innovative sales and marketing applications focused on just about every aspect of the interest-to-order process, all built around a common set of product configuration and visualization engines that use a centrally managed repository of product/model data such as configuration, pricing, and manufacturing rules. The following pages outline the capabilities and benefits of the follow applications:

Solution 1: Website "Build Your Own Boat"

Solution 2: Web-based Dealer Ordering System

Solution 3: Dealer Guided Selling, Quoting & Ordering System

Solution 4: BuyDesign Configurator Integrated with Existing Order Entry & Manufacturing Systems

Solution 5: An Integrated Scenario

Solution 1

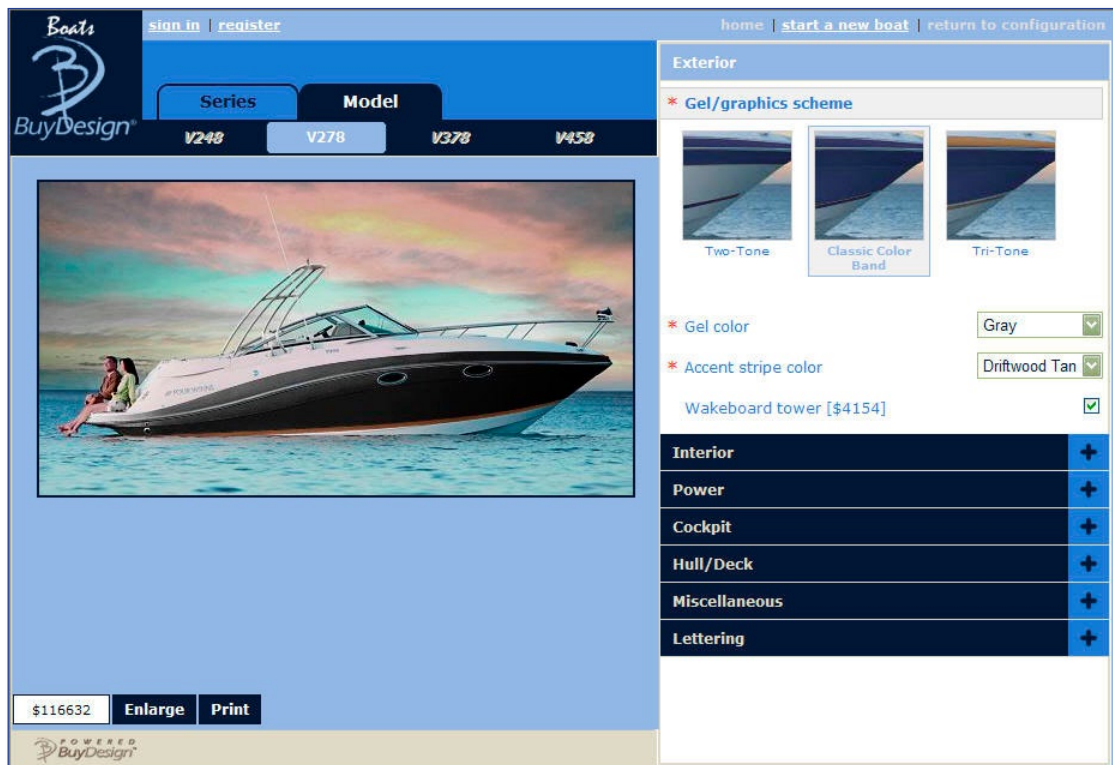
Website 'Build Your Own Boat' Application

Solution Overview:

BuyDesign provides a highly interactive, highly visual consumer-oriented application that, as an extension of a manufacturer's web site, allows prospective end customers to "design" a boat with the colors, decals, features and options they think they want before visiting the dealer. Because this experience helps build customer excitement and knowledge, as well as preference for the manufacturer's brand, it makes the sales process faster and easier for the dealer and results in more competitive wins.

For this type of application, BuyDesign can provide any or all of the following capabilities:

- Guide the end customer to select the model that best fits their needs based on factors such as their intended use, needs, desires, and budget.
- Visually guide the customer through selection of:
 - Colors and decals
 - Available features and options
- Provide photo realistic images based on their combined selections (without the need to have individual photos for all combinations)
- Dynamically calculate the MSRP so the customer can make value decisions
- Help the customer locate the dealer(s) nearest them
- Allow the customer to send their boat design to a dealer to be available when they visit



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BuyDesign Components:

- BuyDesign Build-Your-Own (includes BuyDesign Configurator)

Benefits:

For the manufacturer:

- Ability to provide a very high quality 'build your own' capability with much less effort than traditional approaches
- Differentiate from the competition
 - Develop brand preference with the customer before they visit dealers
 - Make selling easier and faster for the dealer
 - Improve dealer win rates
- Ability to introduce customers to more options and increase average sale value
- Easier to maintain information, perform model year updates, and introduce new models

For dealers:

- Customers get excited and have a better idea of what they want when they visit
- Customers become more knowledgeable so sales are faster & easier
- Dealer already has knowledge of what customer is interested in before they visit; also have time to pre-think their quote

For customers:

- They get a better idea of what is possible, and the relative cost of various options
- They feel better about walking into the dealer knowing something about what they want

Solution 2 Web-based Dealer Ordering System

Solution Overview:

For boat lines that are primarily ordered by dealers as inventory for on-site sales, boat manufacturers can deploy BuyDesign as a web-based application that enables dealers to self-quote and self-order boats online via the Web 24x7.

Deployed as a dealer ordering system, BuyDesign can provide any or all of the following capabilities:

- Intuitively guide the dealer through selection of the exact features and options they want to order:
 - Images can be shown for each option, and for the finished boat for visual verification
 - Information can be provided that explains why the dealer might want to order various options (e.g. “customers often like...”).
 - Only valid configurations will be allowed
- Dynamically show list price and dealer cost as the order is being developed, allowing the dealer to make value decisions as they go
- Allow immediate order placement or order hold for later submission
- Produce a dealer order sheet that can be filed showing detail configuration, price, cost, and images(s) of the ordered boat
- Produce a ‘sales sheet’ for that specific boat the dealer can use with customers before the boat arrives, including detail features, options, MSRP, and image(s)
- Electronically pass orders to the manufacturer’s ERP system for processing
- Pass XML order data to the dealer’s business management system to eliminate the need for duplicate transactions.
- Provide online inquiry for order status

The screenshot displays the BuyDesign web application interface. At the top, there are navigation buttons: Save, Print, Refresh, and Exit. Below this is a menu bar with 'Quote', 'Pricing', and 'Export-Import'. A toolbar contains 'Manage', 'View', 'Convert To Order', and 'Advanced Functions'. The main content area is titled 'Information' and includes tabs for 'Header', 'Pricing', 'Items', and 'Comments'. A message prompts the user to select items for their quote. Below this is a 'Rapid Item Entry-Configurable Items' section and a 'Selected Items' table.

Line	Label	Item	Qty	UOM	Price	Total
1		V278 Express Cruiser V278 Express Cruiser Gel Scheme = Color Band, Gel Color = Red, Accent = Jet Black, Powertrain = Volvo Penta Twin IPS 400 w/joystick, Wakeboard = No, Navigation = IPS Navigation Pkg	1	EA	195324.00	195324.00
2		V278 Express Cruiser V278 Express Cruiser Gel Scheme = Two-Tone, Gel Color = Classic Navy, Accent = Classic Navy, Powertrain = Volvo Penta Twin 8.1 Gi 375 hp, Wakeboard = Yes, Navigation = IPS Navigation Pkg	1	EA	115485.00	115485.00
3		V278 Express Cruiser V278 Express Cruiser Gel Scheme = Tri-Tone, Gel Color = Red, Accent = Grey, Powertrain = MerCruiser Twin 8.1 S 370 hp, Wakeboard = Yes, Navigation = IPS Navigation Pkg	1	EA	115793.00	115793.00
4		V278 Express Cruiser V278 Express Cruiser Gel Scheme = Two-Tone, Gel Color = Jet Black, Accent = Grey, Powertrain = MerCruiser Twin 8.1 S 370 hp, Wakeboard = No, Navigation = IPS Navigation Pkg	1	EA	117124.00	117124.00

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BuyDesign Components:

- BuyDesign Channel Sales (includes BuyDesign Configurator)
- BuyDesign FlexRender (optional)

Benefits:

For the manufacturer:

- Dealers always have up-to-date product and pricing information since all information is centrally maintained and instantly available to dealers
- Much less (or no) requirement to distribute paper catalogs, or catalog updates
- Easier to train dealers on ordering
- Fewer order errors due to keying mistakes and miscommunications associated with phone & fax orders
- Increased order values due to built-in encouragement to order higher margin options
- Increased market share with dealers due to being 'easy to do business with'
- Reduced customer service load

For dealers:

- Ability to price and order boats whenever it's convenient for them (24x7)
- Ability to 'play' with potential order configurations to see price, look, etc.
- No need to use paper catalogs or information (i.e. no need to find, verify publish date, and search through paper catalogs and other materials)
- Automatic and immediate availability of selling sheets and other documents
- Fewer miscommunications
- Faster delivery

For Customers:

- Dealers ultimately have better selection, as well as better information about boats on order

Solution 3


Dealer Guided Selling, Quoting & Ordering System

Solution Overview:

For higher end boats and yachts that are ordered primarily on a make-to-order basis with the specific features and options selected by the customer, boat manufacturers can deploy BuyDesign as a web-based or desktop/laptop-based application that enables dealers to develop high quality customer quotes and place customer orders. The dealer may use this solution interactively with the customer, and/or in the back office after collecting information from the customer.

BuyDesign can provide any or all of the following capabilities:

- Suggest a particular model based on the customer’s usage, needs, desires, and budget.
- Intuitively guide the customer through selection of available features and options
 - Images can be shown for each option, and for the finished boat for visual verification
 - Information can be provided that explains why the customer might want to order various options (e.g. “Boat owners often like...”).
 - Only valid configurations will be allowed
- Dynamically show list price (or optionally, dealer first-quote price) as the order is being developed, allowing the customer to make value decisions as they go
- Allow the dealer to later see dealer cost and develop the final-quoted price based on their discounts, markup, etc.
- Produce a high quality quote document with configuration details, pricing, and images
- Easily refine the quote based on response from customer; easily turn quote into an order and place online
- Electronically pass order to the manufacturers ERP system for processing (possibly in a ‘hold for verification’ status)
- Provide dealer with online inquiry for order status
- Provide manufacturer with full visibility of quoting activity





Quotation

Quote No. SQDB000141

TL Enterprises

P.O. Number

8760 Orion Place
Columbus, OH 43240
United States
614-781-2325

Line No	Label	Qty	UOM	Family/Part No	Unit	Extended
				Boats: V278 Express Cruiser V278 Express Cruiser	\$152,922.90	\$152,922.90
				<p style="font-size: x-small; margin: 0;">Gel Scheme: = Two-Tone, Gel Color: = Classic Navy, Accent Stripe: = Classic Navy, Wakeboard Tower: = No, Ready to do the Interior? = Yes, Bedsprad Color: = Ocean Sand, Large Pillows: = Ocean Sand, Accent Pillows: = Medium Brown, Leather Color: = Light Tan, Powertrain: = Volvo Penta Twin IPS 400 w/joystick, Spare shaft w/coupler and propellers: = No, Flexiteek Cockpit: = Yes, Cockpit Pillows (2): = No, Wood Table: = No, Bow Thruster (not available w/ IPS): = No, Flag Pole and Holder (flag not included): = Yes, Flexiteek Swim Platform: = No, Rod Holders (stainless steel): = Yes, Sunpads (deck): = Yes, Swim Platform Rail System: = No, Underwater Lighting: = No, Navigation: = IPS Navigation Pkg, Cockpit cover: = No, Satellite TV System, KVH: = No, Television, Flat Screen, Cockpit: = No, Galley Freezer (exchange for one refrigerator): = No, Gray Water System w/holding tank: = No, Head, Overboard Discharge: = No</p>		
Adjusted Subtotal (Discounted)						\$152,922.90
Tax					0.00%	\$0.00
Shipping and Handling					\$0.00	\$0.00
Other Charges					\$0.00	\$0.00
Total Quote Value						\$152,922.90

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BuyDesign Components:

- BuyDesign Channel Sales (includes BuyDesign Configurator)
- BuyDesign FlexRender (optional)
- BuyDesign Flex2D (optional)
- BuyDesign Insights

Benefits:

For the manufacturer:

- Dealers always have up-to-date product and pricing information since all information is centrally maintained and instantly available to dealers
- Much less (or no) requirement to distribute paper product catalogs, or catalog updates
- Easier to train dealers on effective selling, and on ordering
- Fewer order problems due to miscommunication between the customer and the dealer
- Fewer order errors due to keying mistakes and miscommunications associated with phone & fax orders from the dealer to the manufacturer
- Increased market share with dealers due to being 'easy to do business with'
- Reduced customer service load
- More information for sales and production forecasting, and for product and sales process analysis

For the dealer:

- Ability to accurately present and quote boats whenever it's convenient for the customer (24x7)
- Always have up to date product information; no need to use paper catalogs (i.e. no need to find, determine publish date, and search through paper catalogs and other materials)
- Ability to easily 'play' with potential features and options with the customer to see price, look, etc. and help customer make both emotional and value decisions
- Ability to quickly produce a high quality and accurate quote document
- Increased sales win rate due to interactive, visual, and fun process with customer
- Increased order values due to built-in encouragement to order higher margin options
- Happy customers due to fewer miscommunications
- Faster delivery

For the customer:

- Much easier to understand and visualize available models, features and options
- Much easier to make value decisions
- Faster delivery
- Receive exactly the boat they wanted and expected

Solution 4

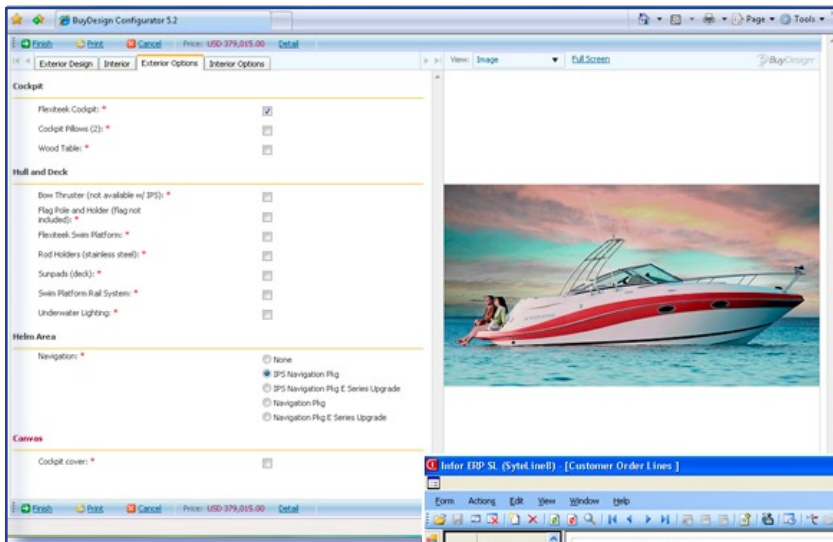
BuyDesign Configurator with Existing Order Entry & Manufacturing

Solution Overview:

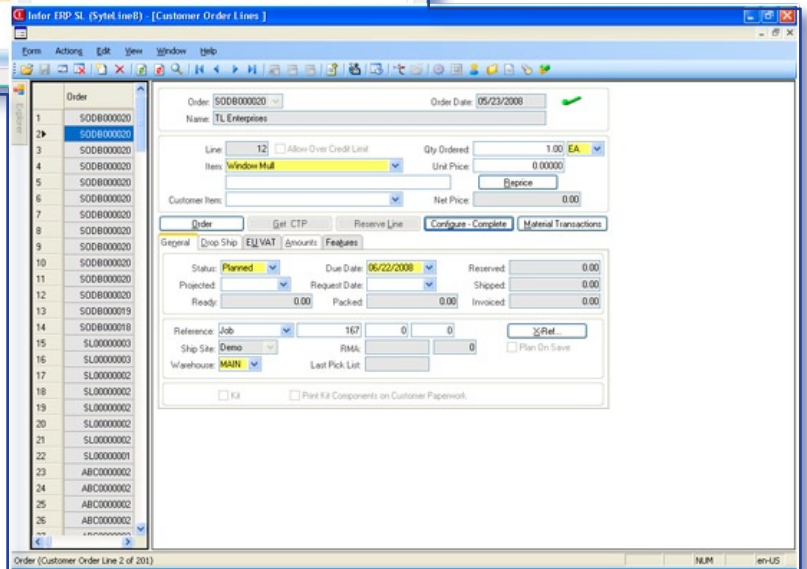
Besides powering the various BuyDesign applications, BuyDesign configuration and visualization engines can also be easily integrated into just about any existing business and manufacturing system, whether that is a packaged Enterprise Resource Planning (ERP) solution or an in-house developed system.

BuyDesign Configurator integrated with the order entry function of a boat manufacturer's existing ERP or business system can provide any or all of the following capabilities:

- Intuitive, fast entry of the specific features and options for boat orders.
 - Orders may be actual dealer or end customer orders, or may be forecast orders to make up a Master Production Schedule.
 - Configuration rules guide order entry people and ensure valid configurations.
- Automatic calculation of price
- Automatic generation of information for manufacturing, e.g.:
 - Hull number
 - Manufacturing order with configuration-specific BOM and routing information
 - Drawings or instructions



(BuyDesign Configurator)



(ERP)

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BuyDesign Components:

- BuyDesign Configurator
- BuyDesign Flex2D (optional)
- BuyDesign ERP Adapter Template

Benefits:

For the manufacturer:

- Fewer order errors
- Fewer miscommunications with dealer/customer
- Easier to train order entry personnel
- May be faster than current order entry method
- Accurate manufacturing order information reduces shop floor scheduling, material requirements, and quality problems

For dealers and customers:

- Fewer order errors
- Fewer miscommunications
- Faster delivery time
- Consistent high quality

Solution 5

An Integrated Scenario

Each of these solutions can be deployed independently to provide significant benefits. But they can also be deployed together as an integrated sales and marketing solution to support the entire interest-to-order cycle – all built on a single, centrally managed product data repository. Consider this integrated scenario:

As the new model year is launched, product information is loaded into the centrally managed BuyDesign product data repository, including configuration rules, pricing, images, etc.

A prospective customer visits the manufacturer's web site thinking about a new boat for the coming summer.

- After browsing the site, they are then invited to "build your own boat" for the model(s) they are interested in, and are guided through an intuitive, highly visual experience to identify exactly what they want and can afford.
- They then "find a dealer near you", register, and have their design sent to that dealer for a detail quote when they visit

The dealer electronically receives the prospective customer's design and contacts them to set up a time for them to visit.

- If a boat like the prospective customer wants is in stock, the dealer uses their normal sales process. Once the sale is made, they may use the online ordering system to quickly replenish inventory.
- If the model the prospective customer is interested in is a make-to-order boat or yacht, the dealer opens the customer's design in BuyDesign as a quote (it has automatically been imported), reviews it, and determines any suggestions they may make, such as additional options, etc.
 - They may produce a preliminary quote, or wait until they meet with the customer
 - When the prospective customer visits (after talking with them, showing similar boats on site, and discussing general information about the quality of the manufacturer's boats, etc.) the dealer may sit with the customer at a PC and interactively walk them through a complete configuration session using the customer's initial design as the starting point (picture a large flat-screen monitor). In this way, the dealer is guided to suggest various other features and options. The customer sees images and pricing (MSRP) as they go and begins to identify with this boat.
 - As a final step, the dealer asks the customer if they have a name in mind and immediately adds it to the image of their configured boat or yacht.
 - The dealer may produce a quote document and close the deal immediately, or may tell the customer they will have the quote ready tomorrow (e.g. if the dealer wants to think about discounts, etc., or wants to route it to the manufacturer for review)
 - Once the deal is closed, the dealer simply clicks 'convert quote to order' and the order is immediately sent to the manufacturer's business system

As the order is received in the manufacturer's business system (within seconds), it is quickly verified and approved, at which time an order confirmation is generated and sent to the customer and dealer, and all of the necessary manufacturing information is automatically generated as the order is placed into the master production schedule.

The dealer takes delivery of the finished boat, preps it, and delivers it to the customer. Because the ordering process was highly guided and highly visual, the customer is thrilled to receive exactly what they ordered and expected.

This is just one of many different scenarios possible with BuyDesign. For instance, there may be an on-going combination of online dealer inventory orders, traditional phone/fax orders and high-end make-to-order quotes and orders. BuyDesign can handle it all.

Summary

Behind these solutions and scenarios, BuyDesign presents many opportunities for marine manufacturers to dramatically streamline internal processes. These opportunities include but are not limited to:

- **Consolidate to one configurator** and product information repository for all configuration, pricing, and generation needs
 - Makes new model-year introduction and product changes easier to manage
 - Makes it easier to keep dealers fully up-to-date with accurate product information
 - Reduces manpower requirements & cost
- **Capture product knowledge**, reduce reliance on 'product experts', and make everyone involved an expert
- **Dramatically reduce order entry and manufacturing errors** that inflate costs and reduce customer satisfaction

In summary, BuyDesign delivers a whole new generation of possibilities to improve marketing, sales, and production of all types of recreational boats, and yachts. Contact TDCI today to discuss your ideas and how BuyDesign can help you realize them.



About TDCI and BuyDesign

TDCI specializes in helping manufacturers and their distributors streamline the buying process for customized products.

TDCI's BuyDesign® software is a comprehensive web-based guided selling and configuration solution developed to help companies increase sales by becoming 'easy to do business with' while improving profitability by reducing order processing time, cost, and errors.

Built using a powerful product configurator, BuyDesign provides modular applications for guided product selection and configuration, product visualization, quoting and ordering, drawing and data generation, consumer interest creation, intelligent product catalogs, and more.

Visit www.tdci.com or call 800.630.6687 to learn more.