

## Overview

The [autoEcat.com](http://autoEcat.com) Web site is the home of our **AAIA** compliant electronic catalogue. In conjunction with the *iCONNECT* parts ordering system, it provides a cost effective and state-of-the-art vehicle through which the dealer/installer can find and order product.

The dealer can find data, specifications, drawings and pictures all at the click of a mouse. In addition to the traditional year, make and model sequence the system allows for an application search that helps the user find where the item they are looking for is contained in the catalogue and then takes them directly to it.

The most powerful feature of the product is that it allows the jobber to remain in control of what his customer gets to view and order via the use of the dealer profile utility. This provides the flexibility for the jobber to, as an example, allow preferred customers the ability to lookup interchange data.

## The Jobber Sponsors the Dealer

A cornerstone of our plan to take the product to market was the realization that the dealer/installer is the jobber's customer, not ours. This resulted in the system design requiring a "sponsor" for any dealer accessing the system using *iCONNECT*. The dealers account number is tied to the jobber who sponsored their access to the system, thereby allowing the web site to be "branded" as belonging to the jobber. This is accomplished by automatically replacing the **ams** logo with that of the jobber once the dealer enters the system.

## Stock and Price Check

Finding the correct part number quickly is just the beginning as the dealer is also provided with the ability to perform a price and stock check on the items that have been selected from the catalogue.

To further reduce lost sale potential the system allows a dealer to search both the jobbers stocking inventory and electronic price book (Non-Stocked Parts) by entering some or all of the part number or description.

## Easy as ABC

Once the dealer has found the items they require, optionally confirming pricing and availability, they simply click the "order" button, add a P.O number and any comments they wish and "submit". The patented "click and forget" convenience of *iCONNECT* will do the rest. In addition the system also offers other convenient features such as allowing the dealer to check on the status of their account as well as review orders placed. In the future more convenience items will be added including electronic statements and suggested stocking analysis. To further complement the value-add to the dealer, two new products are planned for delivery in 2004, the first being an Internet based estimating component utilizing the Mitchell Labor Guide, followed later by a fully integrated shop system that will further automate the supply chain.



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