

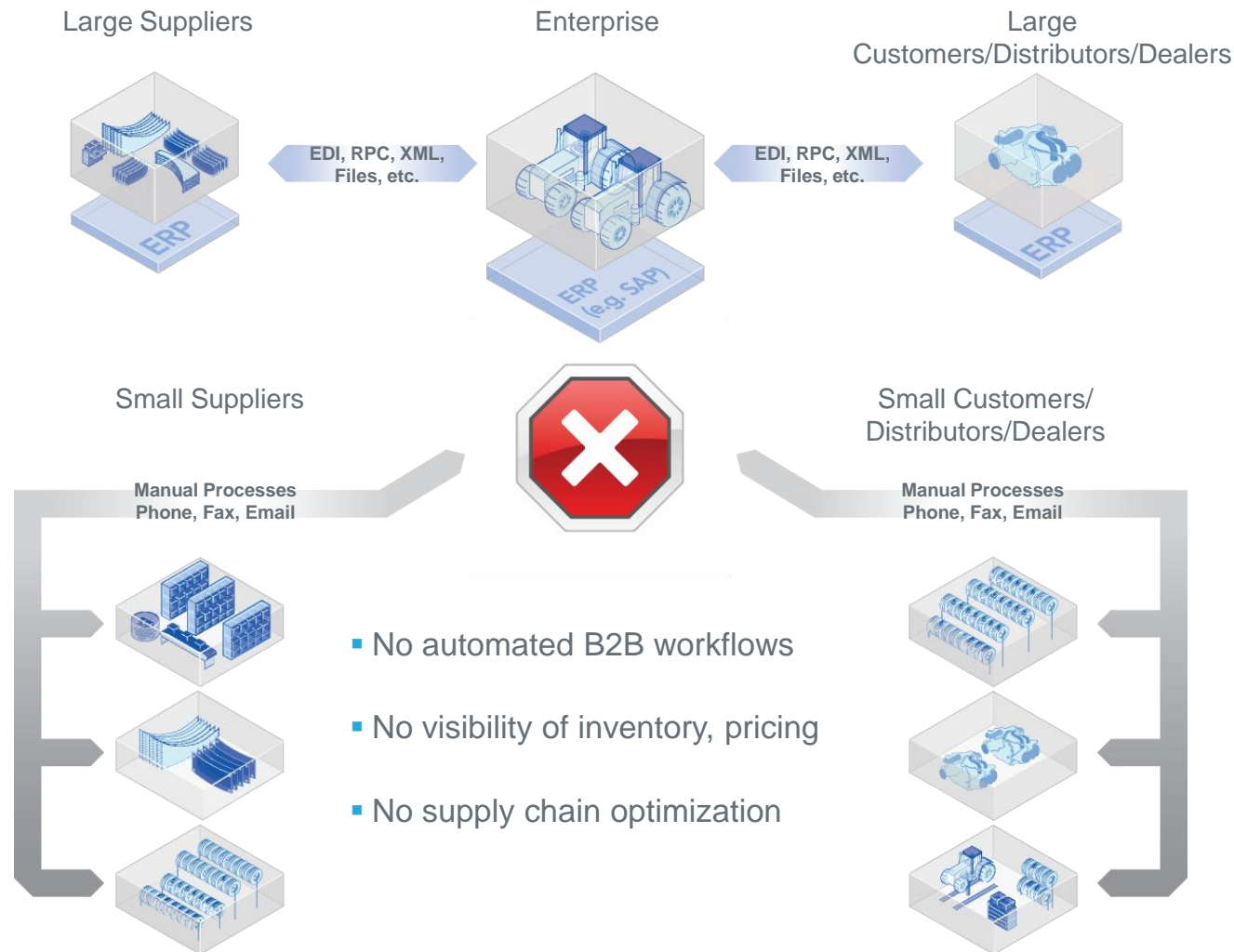
Connecting Buyers and Sellers

REAL-TIME Supply Chain Solutions

Netfira At A Glance

- Privately-owned software company, www.netfira.com, with subsidiaries in Australia, Germany and the U.S
- Founded in 2006, product suite in production since 2008
- SAP Certified reference installations managing hundreds of thousands of parts inventory with millions of transactions per year
- REAL-TIME Supply Chain order automation solutions with focus upon:
 - Heavy Machinery
 - White Goods
 - Process Industry
 - Manufacturing
 - Retail
- Supports over 20 ERP and inventory systems
 - e.g. : SAP, Oracle ,QuickBooks, Peachtree, SAGE Accpac, Microsoft GP

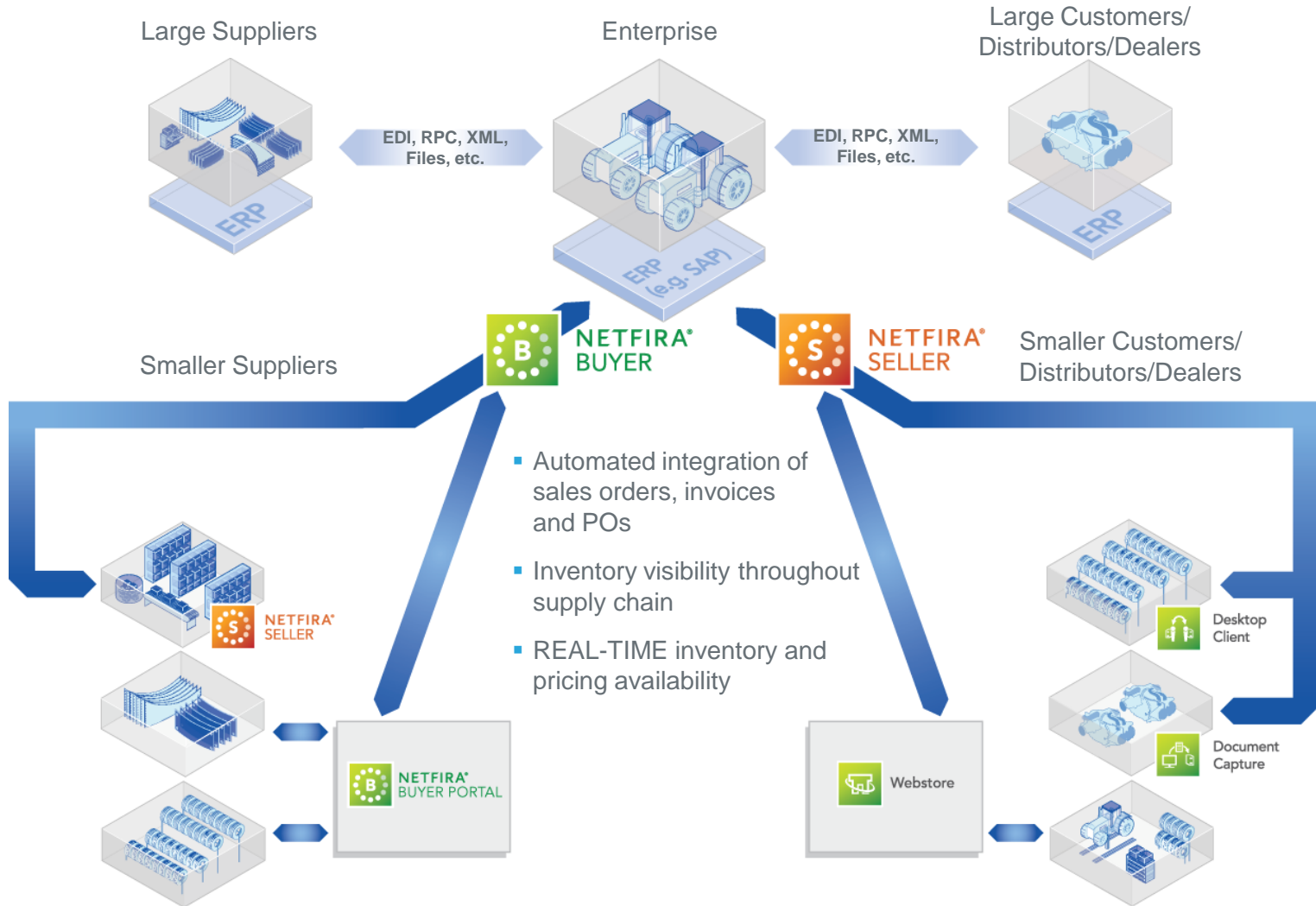
The Problem with Today's B2B Solutions



Netfira Solution Overview

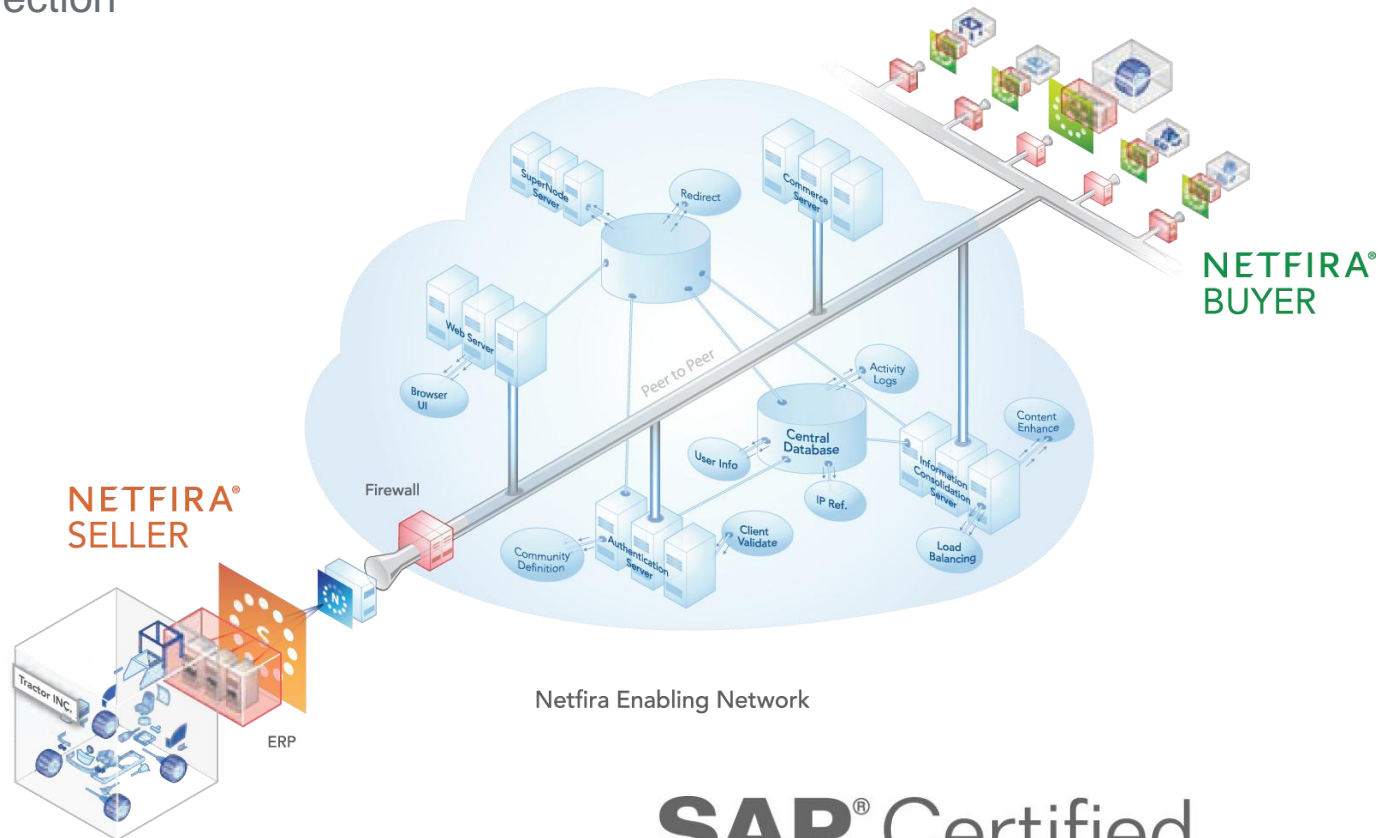
Netfira is a breakthrough business-to-business supply chain solution that streamlines the buying and selling process. Netfira facilitates REAL-TIME, electronic transactions between trading partners, eliminates manual data entry and integrates with sellers' back-office systems to provide buyers with powerful, REAL-TIME information about inventory levels and pricing within their supply chain.

Netfira Solution Overview



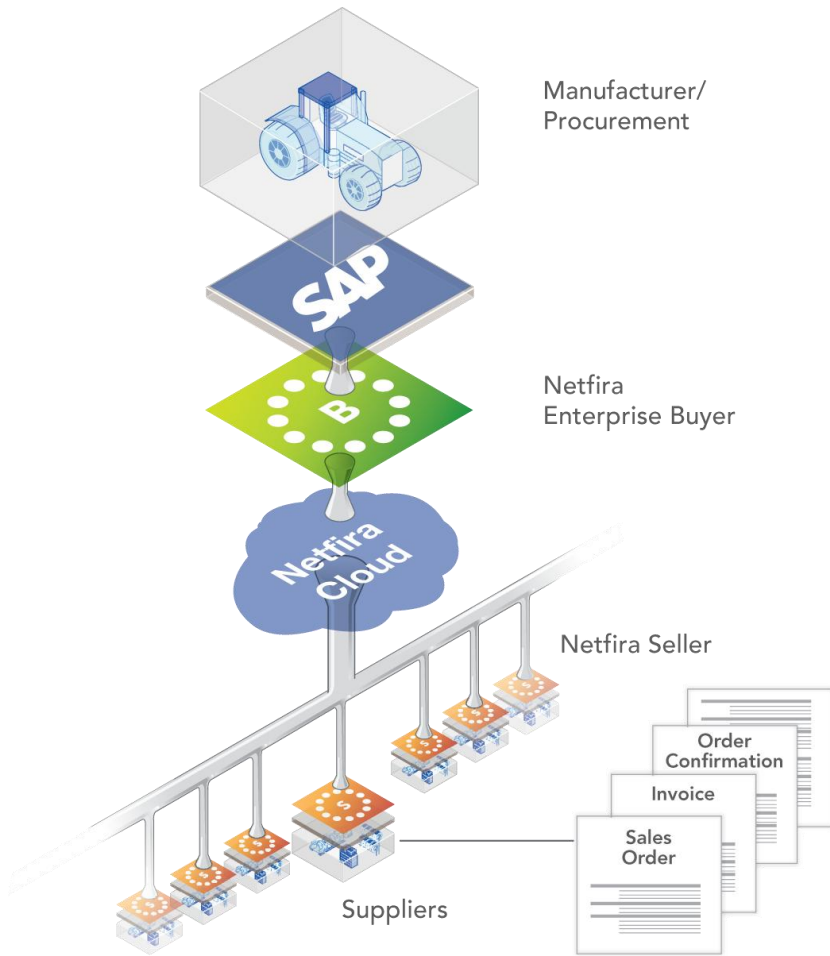
Netfira Architecture – An Enabling Network

- Peer-to-Peer Connection
- Cloud Computing
- SOA Architecture
- Rich Client
- ASL Security
- SDK Integration



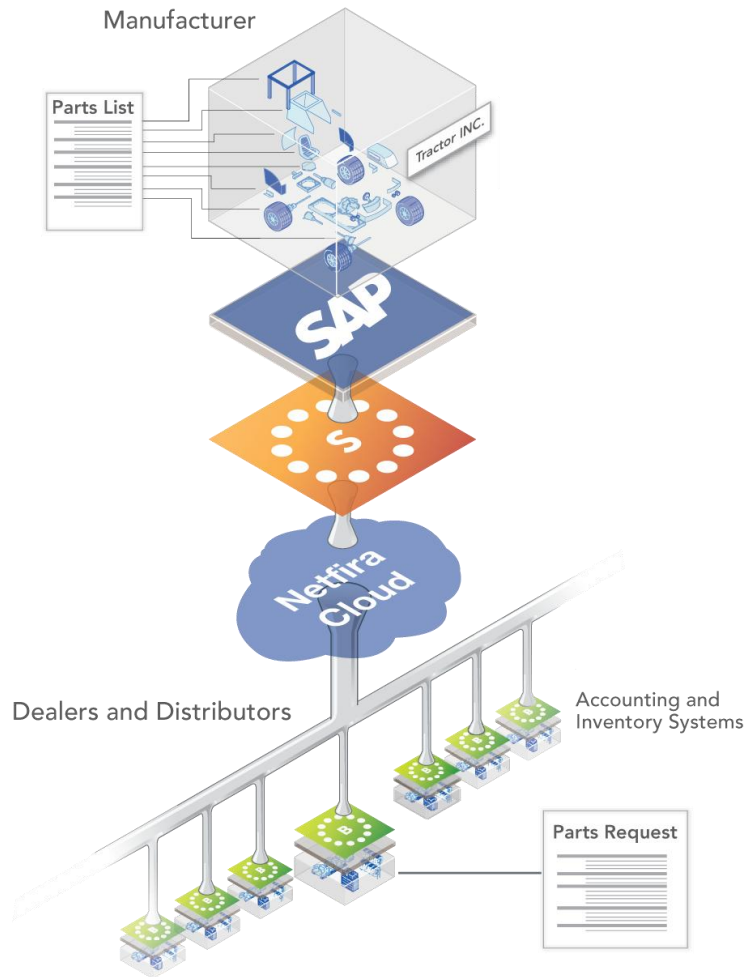
SAP® Certified
Powered by SAP NetWeaver®

The Supply Chain Solution



- Connect Suppliers in REAL-TIME
- REAL-TIME inventory visibility
- Fully-integrated purchasing
- Multiple Solutions for suppliers
- New Netfira Buyer Portal
- Seamless back-office integration

The Distribution Chain Solution



- Connect Distributors in REAL-TIME
- REAL-TIME inventory lookup
- Fully-integrated purchasing
- Multiple Buyer Solutions
- Seamless back-office integration

Netfira Buyer – Supply Chain Solution



NETFIRA[®]
BUYER

Connecting Suppliers in REAL-TIME

- Multiple buyer solutions ranging from installable desktops to web-based solutions
- Connects the buyer to the seller
- Provides REAL-TIME inventory lookup
- Displays buyer specific customized pricing
- Transmits purchase orders electronically



NETFIRA[®]
BUYER PORTAL



Webstore



Desktop
Client



Document
Capture

Netfira Seller – Distribution Chain Solution

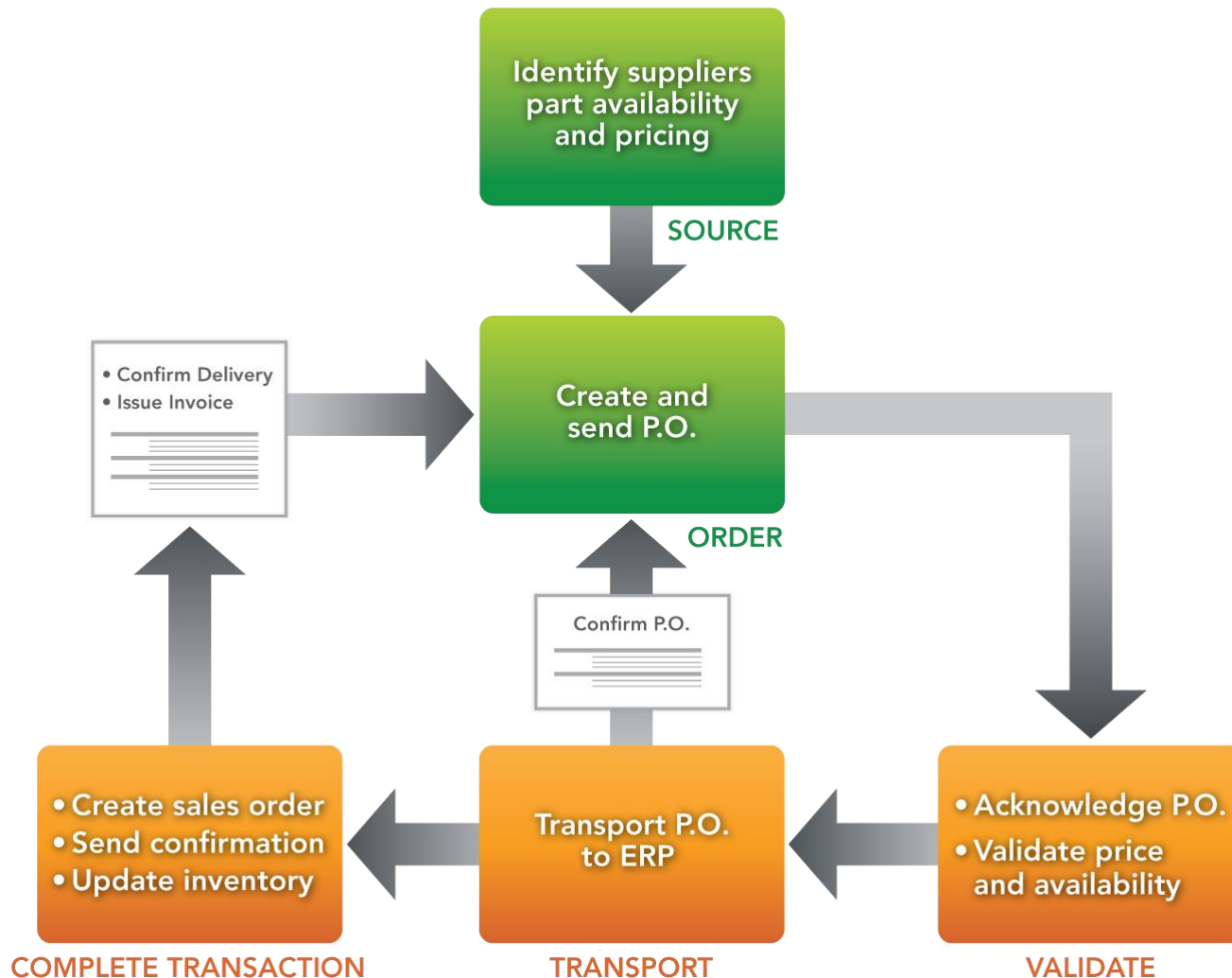


NETFIRA[®]
SELLER

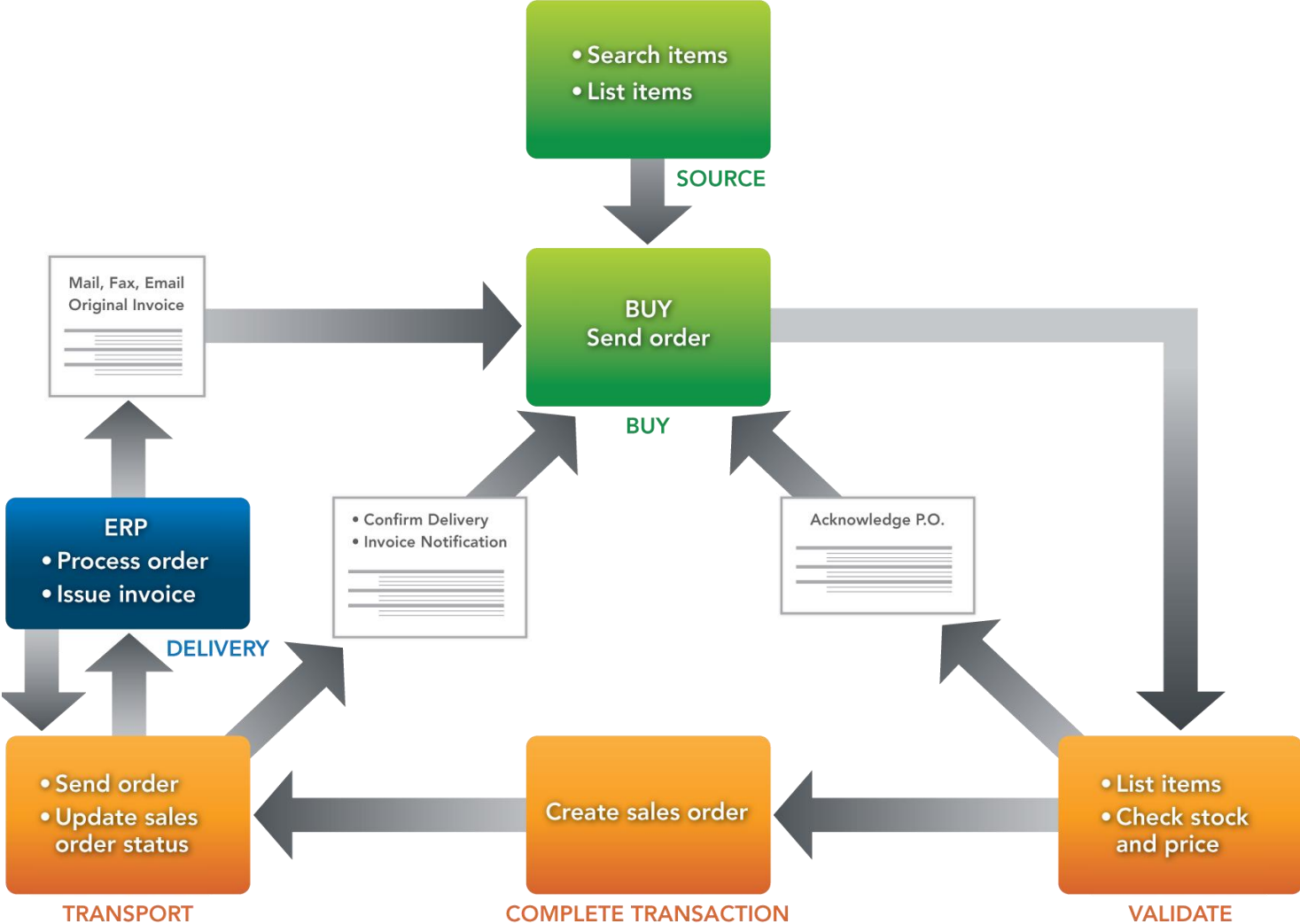
Connecting Customers in REAL-TIME

- Installed on seller's server
- Seamless back-office integration
- REAL-TIME inventory lookup
- Fully-integrated purchasing
- Automates sales orders and invoices
- Eliminates phone fax and email orders

Netfira Buyer – eProcurement Workflow



Netfira Seller – Order Processing Workflow



Success Story: Electrolux

Challenges

- ERP back-office system not integrated
- Large distributor network
- **250,000** individual lines of parts inventory
- Call center staff to handle inventory queries and handle orders from dealers
- Majority of transactions processed manually by phone, fax and email

 **Electrolux**



Success Story: Electrolux

Results after implementing Netfira

- 100% of distributors continue to use system
- 1.2 million transactions processed automatically
- 26% reduction in product returns
- 90% reduction in call center cost

100%

of transactions now processed automatically

 **Electrolux**



Success Story: LS Tractor

Challenges

- A large dealer network with hundreds of dealers across the US
- A large variety of different tractor models
- Multiple tractor configuration options
- SAP system located remotely at Korean headquarters
- Over 80,000 parts of inventory
- Transactions were being processed manually via phone, fax and email



Dealers were asking for a web-based automated solution!

Success Story: LS Tractor

Results After Implementing Netfira

- **Dealer Satisfaction:** 100% of dealers use system to configure and order tractors and spare parts
- **Automation:** All transactions processed automatically
- **Integration:** Process integration with their SAP system
- **Convenience:** Web-based, always-on solution

100%

of transactions configured online and processed automatically



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