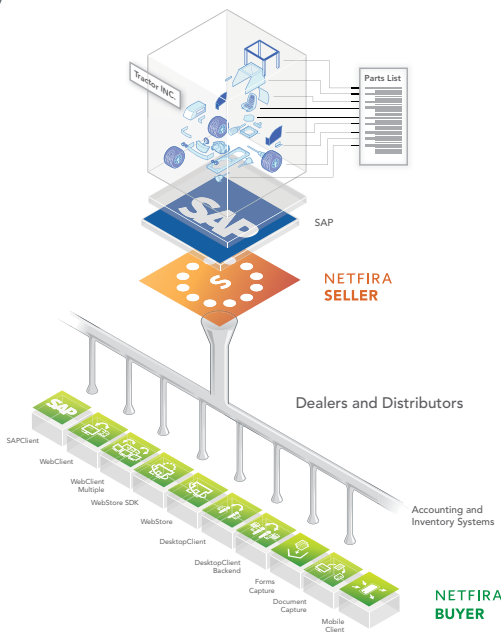


Automate Your Dealer and Parts Network with SAP and Netfira



Enhance Operational Efficiencies for Buyers and Sellers

As a seller with a large dealer and parts network, your company's ability to deliver doesn't just depend upon you, but on how effectively you can work with and optimize your entire extended supply chain. If you are a large enterprise manufacturer, one of your biggest problems is the inability to connect with small to medium-sized businesses (SMBs) because they lack the appropriate enterprise resource planning (ERP), inventory and accounting software and supply chain integration.

For a dealer who is buying parts from multiple suppliers, having automated order processing that is in sync with ERP, inventory and accounting systems will enhance operational efficiency. This eliminates manual data entry and disconnected business processes while lowering costs. Operational efficiency also means less staff is required at call centers to handle customer orders, resulting in a reduction of human error and product returns.



Netfira Has Been Certified for Integration with SAP NetWeaver 7.0

Netfira can streamline and automate your business processes and routine operational tasks so that you can deal in a uniform manner with businesses of all sizes – from small companies to large enterprises.

Operational efficiency increases when you have a solution that integrates with your extended supply network, and collaborates with your suppliers and partners in REAL-TIME. Customer orders are filled more quickly and reliably when you have supply chain visibility to guide operations.

Now there is a solution that standardizes processes, accelerates operations and is customizable so that buyers can view inventory and buyer-specific prices in REAL-TIME.

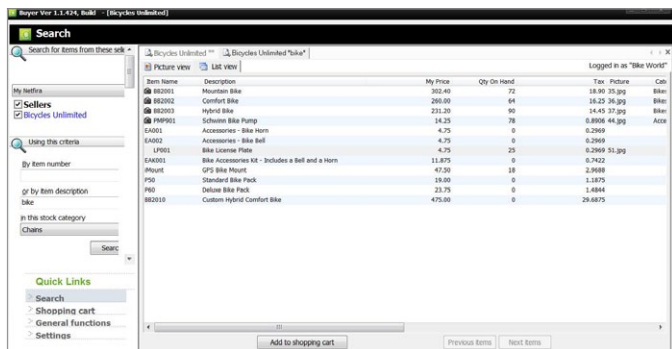
Buyers can immediately place orders that are automatically entered into their sellers' SAP system! Buyers can search for inventory in REAL-TIME based on the product and quantity they need as well as the raw materials used to build the product. Netfira also allows reverse-inventory look-up for sellers.

SAP business management software coupled with Netfira's business-to-business (B2B) supply chain solution will allow companies to streamline the buying and selling process. Netfira has an adapter that interfaces with your SAP installation – one that can be customized to meet your business needs easily, quickly and cost-effectively.

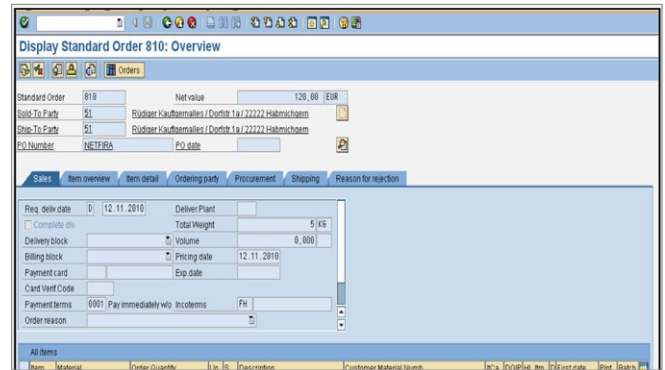
Features and Benefits

Netfira is built to connect to the SAP system using standard SAP function modules. There are many advantages to this approach:

- **Independent:** Largely independent of the SAP ERP version installed at the seller
- **Fast:** Increases performance since only a subset of the data is stored on server
- **Secure:** Does not interfere with SAP functionality or any customer-specific development



Netfira Buyer screen displays a list of parts searched



SAP system displays auto-generated sales orders

- **Customizable:** Sellers can showcase buyer-specific inventory and pricing
- **Flexible:** Allows reverse inventory lookup for buyers

The adapter automatically creates a sales order in the SAP system when a purchase is made. Other data, such as payment terms, are automatically determined within SAP, based on the customer pre-configuration.

Now large enterprises can link to small and mid-sized businesses (and vice-versa) quickly, with a customizable, affordable adapter solution that is easy to implement. As a seller, if you want to facilitate REAL-TIME, electronic transactions between trading partners, eliminate manual data entry, integrate with small suppliers and dealers' or distributors' back-office systems, there is a solution available for you.

- Provide buyers with REAL-TIME information on inventory levels and pricing
- Eliminate phone, fax and email processes
- Eliminate manual data entry and the associated costs and errors
- Streamline and automate your business processes and routine operational tasks, increase ROI and accelerate the order-to-cash cycle
- Develop a uniform process to integrate with all businesses in your network, whether small, medium or large
- Manage your inventory business processes with ease and always have the latest information for planning
- Synchronize supply and demand to boost profitability
- Reverse inventory lookup - locate and purchase inventory with minimal effort and paperwork
- Transform your supply chain into a responsive network
- Link to multiple SAP applications

Customers can now run their businesses more effectively and overcome the operational inefficiencies that are challenges in today's business environment.

Pricing

The Netfira solution consists of two modules: Netfira Seller and Netfira Buyer. Customers can buy an enterprise license or pay either a monthly, quarterly, or annual subscription fee. This is software as a service (SaaS) pricing model.

Netfira Back-Office Integrations

Netfira supports the following back-office ERP, inventory and accounting applications:



The Netfira SDK is available for additional integrations.

How Netfira Powers LS Tractor

LS Tractor, one of the fastest growing tractor manufacturers in the world, had hundreds of dealers located all over the United States ordering by phone, fax and email. This manual ordering system handled an 80,000 part inventory that included an overwhelming catalogue of tractor models and configuration options. LS Tractor's SAP system was located at their headquarters in Korea which dramatically affected the costs and time spent on transactions, both for LS Tractor and their dealers and distributors.

After Netfira implementation, LS Tractor invited their entire dealer network to use their new web-based automated ordering system. A few months later, LS Tractor began to see a return on investment. All their dealers had adopted the new solution. All transactions were configured online and processed automatically, and hence human errors and processing delays were eliminated. The solution was working seamlessly with their SAP system located at their Korean headquarters. LS Tractor and their dealer network **100% satisfied** with Netfira.

SAP® Certified

Powered by SAP NetWeaver®

SAP AG hereby confirms that the interface software for the product Netfira of the company Netfira Inc. has been certified for integration with SAP NetWeaver 7.0 via the SAP integration scenario ABAP add-on for SAP Product Lifecycle Management.



Summary

Using Netfira, businesses of all sizes can become best-in-class companies. In today's challenging business environment, best-in-class companies have clarity across all aspects of their business, which allows them to act quickly with increased insight, efficiency and flexibility. Every business is constantly trying to do more with less, and Netfira will help companies reduce costs, optimize performance and gain agility with insight into REAL-TIME inventory pricing and availability.



Connecting Buyers and Sellers in REAL-TIME

Netfira is a breakthrough business-to-business (B2B) 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 back-office systems to provide powerful, REAL-TIME information about inventory levels and pricing within the supply chain.

SAP, the SAP logo, and the SAP partner logo are trademarks or registered trademarks of SAP AG in Germany and in several other countries all over the world.

©Copyright 2012 Netfira Inc.

+1 855-NETFIRA | info@netfira.com | www.netfira.com

SAN FRANCISCO | MUNICH | SYDNEY