



Complnnovations

Tools For This Economy:

Product Comparison
Sales Tool



ComplInnovations Overview

Tools For This Economy

- Fixed-bid, custom software
- Web or Windows
- For sales, dealers, customers
 - ✓ **Product comparison (CEIA)**
 - ✓ Order configuration
 - ✓ Parts lookup & ordering
 - ✓ Fleet optimization
 - ✓ Cost of ownership
- 24 in 30 years for Caterpillar





Capital Equipment Investment Analysis

"CEIA" Product Comparison Sales Tool

Sell to customers' **hot buttons**.

Sell your products **advantages**.

3-step process:

1. Select Models to compare
2. Select comparisons to make
3. Save as presentation

CEIA features:

- Graphs
- Slide Builder
- Export to Power Point





Capital Equipment Investment Analysis

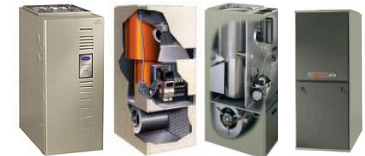
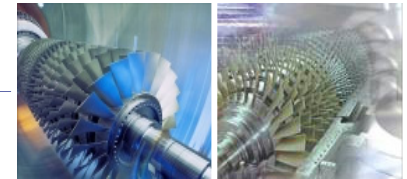
Show customers more **revenue** using your product

What CEIA Does for Your Customer:

- Focuses on **financial** contribution
- Highlights Competitive Advantages
- Simplifies Comparisons

What CEIA Does for You:

- Shortens Your Sales Cycle
- Makes Your Value Statement
- Differentiates Your Brand





Caterpillar's 3 Versions of CEIA

CAT's EIA: "Equipment Investment Analysis"

EIA for Construction Equipment

- initial (1986) version pre-dates Windows

AgEIA for Agricultural Equipment

- deployed to Challenger Tractor Dealers
- Challenger now owned by AGCO

MineEIA for Mining Equipment

- deployed to global dealers
- deployed to global mining customers
- new version in development



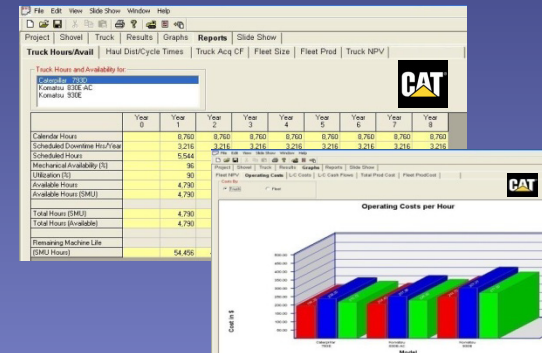


Capital Equipment Investment Analysis

Customers compare your products **different ways**

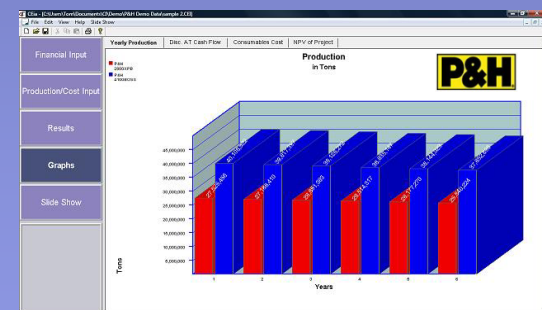
Customer Smith compares Model A to B for:

- Production
- Depreciation
- Operating cost
- Maintenance/repair cost



Jones compares your brand to Brand X for:

- Production cost/cash flow
- Efficiency (up time/down time)
- In-service hours/remaining life
- Net present value (unit/fleet)





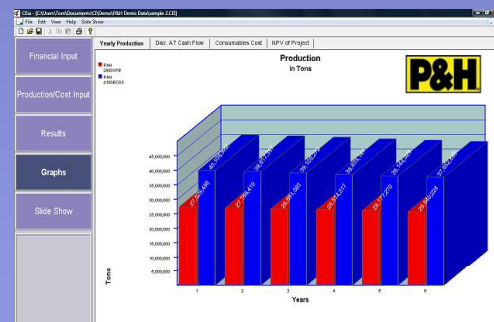
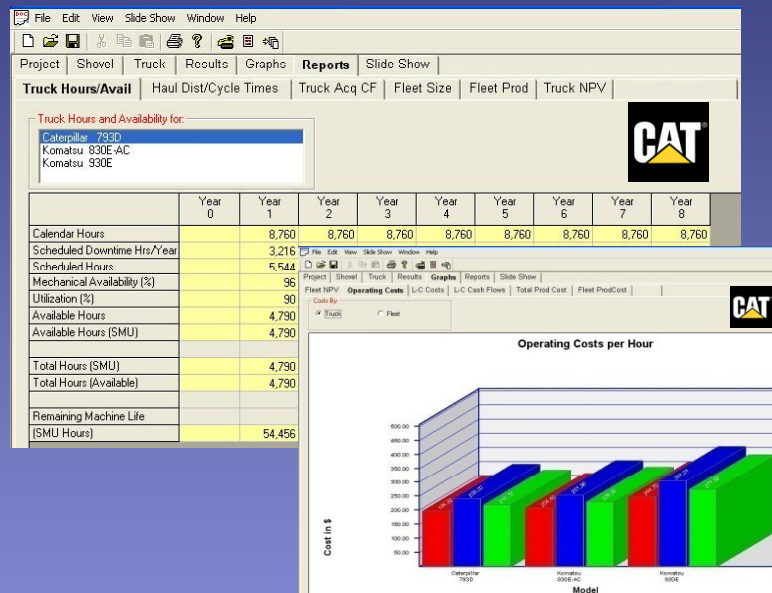
Capital Equipment Investment Analysis

Make different presentations for different customers

STEP 1:
Select
Comparisons

STEP 2:
Select Models

STEP 3: Save
as
Presentation





Caterpillar



"We have used CI for many years to create and update our production and estimating tools. The *workmanship* and the willingness to assist us has been fabulous. I only hope there are many more years in this relationship."

Joel Davison, Construction
and Mining Products,
Caterpillar



Modine Commercial HVAC&R

“Airedale” in the UK



Our CI-designed “BREEZE (tm) AccuSpec” is the leading product configuration software in the HVAC industry. CI's expertise and on-going support keeps it that way.

Joe Van Beek, Group Product Manager, Commercial HVAC&R, Modine Manufacturing Co.



Why CI...

- ✓ Specific tools designed for your product
- ✓ CI "*Focus-In*" approach is low-risk
- ✓ CI accommodates, encourages changes
- ✓ Work with your constraints, your platform
- ✓ Web, Windows, and mobile platforms
- ✓ Customers talk to the **author in the USA**
- ✓ Deploying clients' expertise since 1969



...Partnership.



Unleash the Power of
Partnership.

ComplInnovations

