

WORLDWIDE

AFTERMARKET SOLUTIONS

INTEGRATED E-COMMERCE SOLUTION

Boost after-market sales and increase customer loyalty through an e-commerce solution specifically developed for Volvo partners.

For many companies, the largest potential for growth and increased profitability lies in the area of soft offers. Volvo IT's e-commerce solution utilizes the web and the existing infrastructure of partners, dealers and subdealers to create a cost-efficient, highly customisable B2B and B2C sales channel that supports different payment models. Long-term benefits include increased customer loyalty, as end-users come into more frequent contact with the dealer structure throughout the product's lifecycle.

Boost sales on the web.

Our e-commerce solution makes it easy to set up and maintain a webshop on the dealer network level. The webshop can be seamlessly integrated with existing websites, product databases, parts catalogues and supplier systems. When a new pro-

duct is entered into the electronic parts catalogue by the company or its suppliers, it is automatically made available in the webshop. End-users looking for spare parts or non Volvo-branded parts can order, locate and pay for the part to be picked up at or delivered from the dealer or subdealer of their choice.

Customised for each customer.

A vital key to generating higher sales is diversified offers, tailored to the specific needs of different customer groups. For that reason, the e-commerce solution includes tools for creating sales campaigns, exclusive offers and discount structures for individual customers or groups, on a global or local dealer level. Through a single sign-on, every dealer has access to a set of easily understandable administrator tools, that lets the user oversee sales, check inventory and analyze market data.

A Volvo Standard solution.

The e-commerce solution is developed by Volvo IT with the long-term goals and day-to-day requirements of the Volvo Group's partners in mind.

Therefore, the solution is integrated into the backbone of Volvo's parts logistics systems. This ensures stable and reliable integration with the systems and databases used by Business Areas and Units, as well as their suppliers. As it's based on Microsoft Commerce Server, it's also a good platform for future expansions and features while being a cost-effective solution from day one.

Supported around the clock.

The interface and administration of the e-commerce solution are designed to be user-friendly with a minimum of maintenance. Should problems or questions arise, users on every level enjoy around the clock support from Global Retail Support in 12 languages.

The screenshots show the Volvo Marine e-commerce interface. The top-left screenshot displays the 'FDC 900' product page with an image of the part and a list of engine accessories. The top-right screenshot shows a 'VACUUM VALVE' product page with an image and a table of specifications.

Item no.	Brand	Price (EUR)
19	19	102.00
19	19	700.00
23	23	172.25
23	23	172.25

The bottom-left screenshot shows a 'Volvo Pentax Propellers' section with various propeller options. The bottom-right screenshot shows a 'Volvo Pentax Propellers' section with a table of specifications.

INFORMATION TECHNOLOGY

The e-commerce solution in brief.

- Boost sales through a web-based sales channel
- Create customised campaigns for B2B and B2C customers
- Secure payment solution through VeriSign
- Developed for Volvo BA/BU standards
- Supported by GRS 24/7

MasterCard®
SecureCode™



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At Volvo Penta, we see the the e-commerce as a new solution to communicate with our end consumers and also with small businesses who are working in the marine or industrial business.

We also believe that with this new tool we will be able to expand our business into new areas, but also make it easy for present customers to get information about our products. This is also a way to strengthen the Volvo Penta brand.

Together with our Volvo Penta Centers we will be able to build up a bank of knowledge which can be used in a more direct B2C communication.

The project, which has been developed by Volvo IT in co-operation with Volvo Penta Region Europe, has worked fast and smoothly as the steering committee has had a very open and agile mindset. This is one of the reasons why we were able to launch the pilot Dealers in such short time.

The major roll-out will take place immediately after the turn of the year 2009-2010.

*Håkan Wallin
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VOLVO

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