



## Fact Sheet about Auto-IT and John Deere

### 1. Who is Auto-IT Pty Ltd?

Auto-IT Pty Ltd is an Australian owned and operated designer and marketer of retail dealer management software solutions with more than three decades of experience. Headquartered in Melbourne, the company also has a presence in Sydney, Brisbane, Kuala Lumpur, New Zealand, South East Asia and South Africa.

Auto-IT Pty Ltd recently sold the North American rights to its EQUIP™ software to John Deere for the exclusive implementation into its retail dealerships. The company is now looking to work with John Deere to gain an even greater foothold in their dealerships in other international markets. For more information, visit the website at [www.auto-it.com.au](http://www.auto-it.com.au).

### 2. Who is John Deere Information Systems (JDIS)?

JDIS is wholly owned by John Deere USA and was formed to provide dealership software and services exclusively to John Deere's retail dealerships. As a subsidiary of the John Deere Company, JDIS diligently upholds the commitment to excellence and customer satisfaction associated with its parent company. For more information, visit the website at [www.deere.com](http://www.deere.com).

### 3. What is the connection between Auto-IT Pty Ltd and JDIS?

In 2003, JDIS entered into an agreement with Auto-IT that gave it the right to become the sole distributor for the product in North America and Canada. Auto-IT was one of 20 software suppliers from six different countries approached by US-based John Deere Information Systems (JDIS) to supply a comprehensive and sophisticated dealer management solution.

In December, 2007, JDIS exercised its right (in accordance with a clause set in the original agreement) to purchase the source code for Auto-IT's EQUIP™ proprietary software, exclusively for use in the United States and Canada. JDIS is now recommending Auto IT software as its preferred dealer management system for all John Deere dealers internationally.

Under the US\$6M deal, Auto-IT retains the right to sell its systems globally except into John Deere's dealerships or John Deere's immediate competitors in North America.

Auto-IT's potential global market is A\$1.5B over a seven year period.

### 4. What is EQUIP™ Software?

EQUIP™ is a business system solution for retail dealers in the agriculture/construction and trucking industries. The software combines integrated company financial modules, parts and service modules, sales and CRM functionality, and assists retail dealerships to more efficiently manage their customers and their business.

### 5. What does EQUIP™ Software do?

EQUIP™ Software provides retail dealerships with a valuable tool to better manage their business through an integrated solution that improves performance and boosts productivity and efficiency. From a single screen, details about client orders and records about any contact made with clients can be seen. Information is updated instantly so, at any one time, dealerships can have an accurate record of stock inventory, items on back-order and a historical account of any

client dealings. Detailed notes of meetings with clients can be logged so that retail dealerships can carefully tailor their approach when dealing with individual clients to ensure they are provided with a pleasant and personalised service.

**6. Where is EQUIP™ Software developed and sold?**

The software is developed and distributed by Auto-IT Pty Ltd, a Melbourne-based computer software design and development company. Headquartered in Carlton, the company has a global presence. The software is sold in Australia, New Zealand, South Africa, the United States, Canada and South East Asia.

**7. How is EQUIP™ Software supported?**

EQUIP™ support staff service clients with diligence and efficiency. Users in Australia and New Zealand are supported by a team of experts located in Melbourne. International clients are supported locally by Auto-IT business partners in the region.

**8. How is EQUIP™ Software updated?**

John Deere EQUIP™ Software users will receive two updates each year. The transfer is seamless, ensuring that business activity is not interrupted.

**9. Where can I find additional information about EQUIP™ Software?**

Further details about EQUIP™ may be obtained by visiting the Auto-IT Pty Ltd website and following the link at [http://www.auto-it.com.au/Solutions\\_Equip.html](http://www.auto-it.com.au/Solutions_Equip.html). Alternatively, contact one of Auto-IT Pty Ltd's sales executives by contacting the company directly at the following address:

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