

AFTERMARKET SOLUTIONS**DEALER SITEBUILDER****A do-it-yourself web content management tool for dealers**

Dealer Sitebuilder is Volvo IT's out-of-the-box solution that enables dealers to leverage and present product information in a consistent, co-branded format on the Internet. Based on Microsoft Content Management Server (MCMS), Dealer Sitebuilder provides dealers and Business areas with the ability to easily maintain web content.

Ensure Dealers Market Accurate Product Information

A global solution, Dealer Sitebuilder includes templates that can be customized to suit the needs of dealers worldwide, while at the same time provides dealerships with the ability to utilize consistent, accurate product information updated by their specific Business Area.

Content pertaining to the Business Area's product models and specifications is pre-populated to dealer

sites from the Business Areas's market-specific, corporate Internet site. This means that Business Areas have control over the Volvo branded corporate content that appears on the dealer sites; dealers are not allowed to edit Volvo-related product information. With control at the Business Area level, you can ensure that consistent and up-to-date product information is pushed through the dealer channel.

The Do-It-Yourself Web Tool for Dealers

Using Dealer Sitebuilder not only provides dealers with the ability to launch a new web site within days of its creation, but also gives them the ability to maintain a dynamic web presence. Once product information has been updated on the Business Area's corporate site, the new content is pushed to all dealer sites in their local language-- with just the click of a button. This ensures that dealers get the correct information in the hands of potential and existing customers, without having to lift a finger. In-context editing has been built into the Dealer Sitebuilder tool making it easy for dealerships or branches to quickly update their contact and location specific information. As an added bonus, dealers also have the possibility to add content about non-Volvo products, if they are non-competitive products.

Capitalize on a Common Solution

Based on an out-of-the-box solution (MCMS), Dealer Sitebuilder includes common, standard components. With a solid foundation, Dealer Sitebuilder provides





reuse of content management tools and best practices, as well as offers the advantage of a common hosting environment.

Volvo IT can also offer specific functionality to suit the needs of your business. We work closely with you to identify and implement the best solution for

your dealer body. Integrated with volvo.com, the Common Web Platform, and applications such as Dealer Locator, the Dealer Sitebuilder gives dealers the opportunity to build on the product and establish an extended, mature web presence.

Cost

There are two cost facets to be considered with Dealer Sitebuilder:

Development Project Costs

The development cost is based on the specific business area demands for the Dealer Sitebuilder. Although the Dealer Sitebuilder can be customized, significant cost savings are available from reuse of existing solutions.

Hosting Costs

There is a monthly, volume-based hosting cost for the Dealer Sitebuilder, which depends on the number of Dealer sites that need to be hosted. All hardware and software upgrades are included in the monthly hosting cost. You will not be responsible for any up-front licensing or hardware costs.



Requirements

- An Internet Connection
- Internet Explorer 6.0
- A corporate or market site on the volvo.com platform

VOLVO

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