

SELL MACHINERY & PARTS

All-In-One Central Software Platform



Leading provider of integrated eCommerce solutions



www.dotser.com





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* One Central Platform

Integrate multiple systems

Bring together data from different systems into a simple secure view with the ability to drill down to specific details

Automate processes

Optimise business workflow and improve data integrity by reducing manual tasks, human error and administration costs

Secure data control

Control who sees what data in your organisation. Specify user roles for departments and management levels with forensic audit logs.

Access to live information

Real time access to factual data - central place of truth

Make better decisions

Increase confidence across all teams, reduce frustrations, resolve issues faster, improve customer service and portray best practice business principles.



Mobile First

- Fast secure access using smartphone
- Simple user friendly interface
- Access on any devices, operating system, web browser





Give your team secure fast access to reliable live data

- Products Codes, brands, descriptions, images, videos, specifications, manuals & files.
- Whole goods / machinery Serial #, reg, hours, details, images, status 'for sale' / 'sold'.
- Stock availability Quantities in warehouse, depots, bin / area / location.
- Supplier / distributor levels Days to delivery 'Next day' / '3 days' / '7 days'.
- Pricing Retail (B2C), trade (B2B), dealers. Only registered / approved users to view set pricing. Apply markup to cost pricing, RRP, to display relevant sales price.
- Marketing campaigns Set special offers, timed campaigns start end date
- Bulk discounts applied to product category, sub category & brand combinations.
- Customers Contact, CRM, Retail/B2B, price contracts, quantity breaks. trade discounts.
- Orders Quotes, orders, fast repeat ordering, sales history, delivery tracking.
- After sales Warranties, servicing, maintenance, annual licence, parts



2 Dotser Process



Learn

Gathering as much information at the beginning helps us to understand your business goals. We will ask questions to learn more about your business.

Design

With your input, we will devise a visual style and structure for your online business





Develop

Create a blank shell system on our secure hosting platform and implement the agreed design and custom elements

Test & Train

Test system elements, provide online access and train appointed users in the CMS





Launch

Complete launch procedure to ensure smooth system implementation with scheduled post-deployment.



Project Management

Efficient project management is crucial to completing the goals and objectives of the project and to determine when the various project components are to be completed.

With over 20 years experience, Dotser have developed a real understanding of our customer needs and have earned a proven track record delivering results on time.

The diverse team at Dotser consists of individuals with different backgrounds and experience fostering creativity and excellent problem-solving capabilities. Using the best project management software enable Dotser to streamline project workflows, enhance collaboration and productivity.



Jira Software

We use Jira Project Management Software to ensure your project is delivered as agreed.



⇔ Content Management System (CMS)

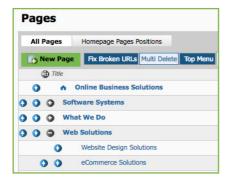
The Dotser Content Management System is designed to simplify uploading and editing your website content.

Dotser CMS allows you to:

- Control your website's structure (pages & subpages)
- Enter/edit content (text & images)
- Receive help and support from the Dotser helpdesk

Page Structure

- User-friendly page-structuring
- Add/remove/order pages & subpages
- Hide/block pages



Web Pages

Easily input & update text.

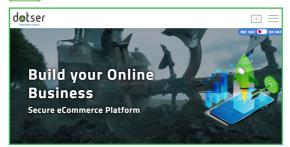




Desktop



Tablet

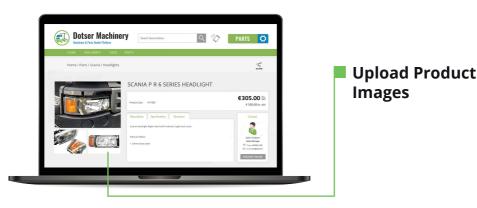


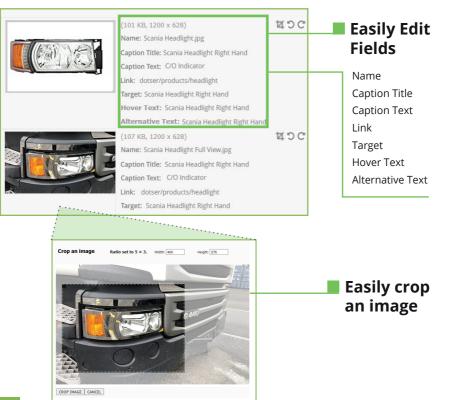
Mobile





⇔ Imagery & Content







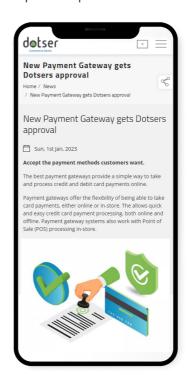
♣ Sharing Content to Social Media

Keep Your Customers Informed by Adding News / Blog Articles

Dotser CMS allows you to post news/blog items which improves engagement, eg. industry news, product updates & press releases.







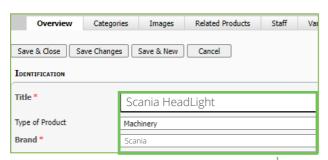
Share on Popular Social Media Platforms



Product Information Management (PIM)

Easy-to-use product management database

- Add items by title, code, type, description, image & price
- Assign products to multiple categories
- Add variants to products, which are displayed in product detail
- Select related products & recommended accessories
- Bulk upload images to a product
- Highlight featured products



■ Easily Add

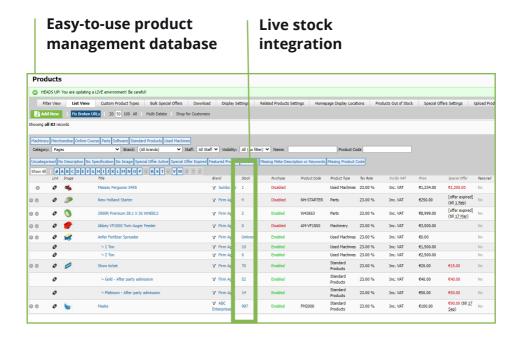
Product Title & Select Brand







Manage 1000's of products

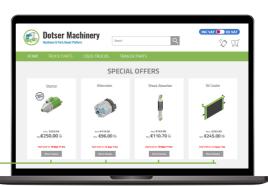


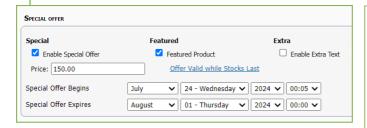


Product Information Management (PIM)

Manage Special Offers

Choose which special offer products to display on homepage



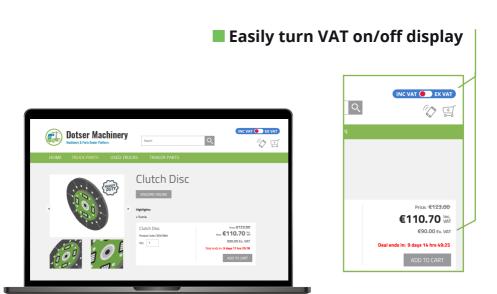


Set count down on special offer time availability

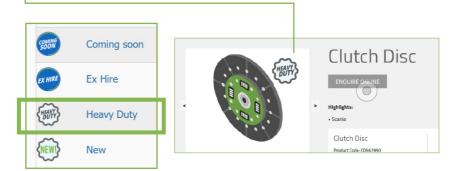








Add Sticker graphics to products



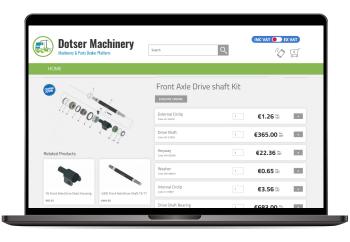


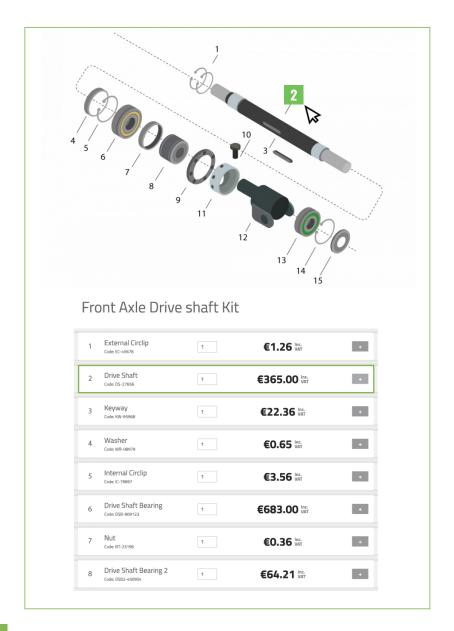


Parts Catalogues Diagrams

Easy-to-use detailed parts diagrams corresponding to the details with an add to cart function.

- Search the the illustrated parts cataloge to find the part
- User-friendly, select the part from the diagram and add to cart
- Clearly laid out and structured so the part is easily found





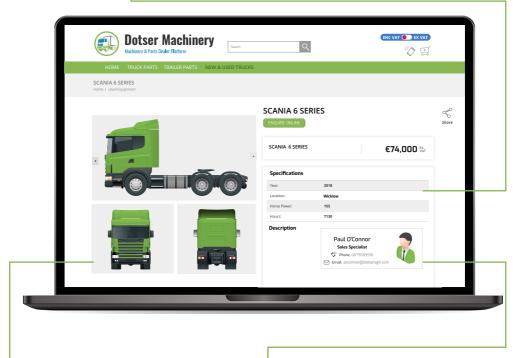




New / Used Machinery

Full control over machine information

Enter specifications into custom fields



- **Upload muliple images**
- Highlight the relevant sales person responsible for each machine









Machinery / Parts / Merchandise **Management**

Point of Sale and eCommerce in one central system



Search parts & stock availability



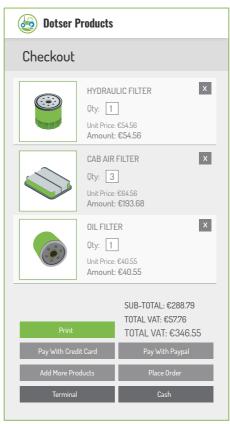
Scan by barcode



Machinery / Parts / Merchandise Management

Search and filter by part id, brand, category, sub category and title





Quotation / Ordering / Shopping Cart Management

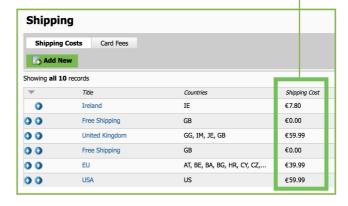
Allow user to add product items to shopping cart & submit orders

- Add to cart / order now facility to create online order
- Guest Checkout allow ordering without having to create an account
- Manage shipping rates, countries and VAT rate
- Assign different shipping rates to different products
- Set shipping rates based on country delivery location
- Click & collect at multiple locations

Delivery Information

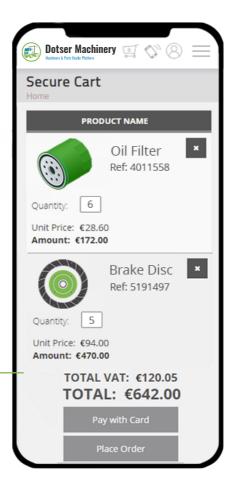
- Add Shipping Costs
- Select Shipping Country







Quotation / Ordering / Shopping Cart Management



Add To Cart / Order Now

Guest Checkout with Optional

Credit Card or PayPal





Online Transactions & Order Management

Enable secure online transactions with the facility to view & manage orders

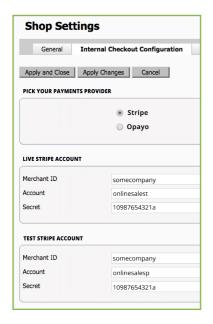
- Submit online order to bank for payment verification and processing
- Email sent to buyer and sales team with order confirmation and detail
- Database of new and historical orders saved in central system
- Manage status of individual orders (dispatched, delivered, create your own)
- Integration with Realex, RMS and PayPal (account required)
- Simple invoice receipt
- Customers can view order details and history
- SSL Certificate registration







Payment Gateway Integration





SSL (Secure Socket Layer) Certificate Registration with Industry-Standard Security.

> SSL ensures that all data passed between the web server and browser remains private.

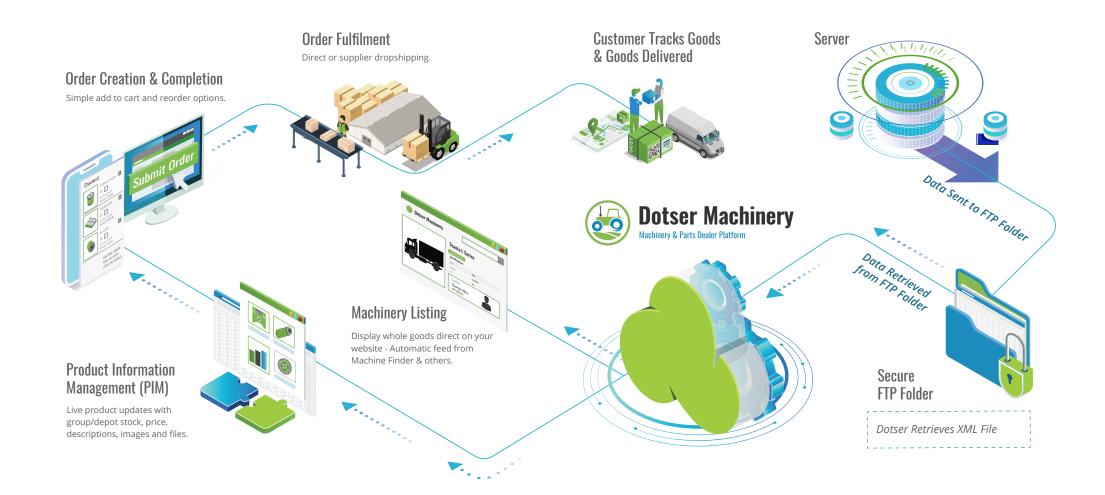






Improve Efficiencies - Save Time And Money - Sell More Machinery And Parts

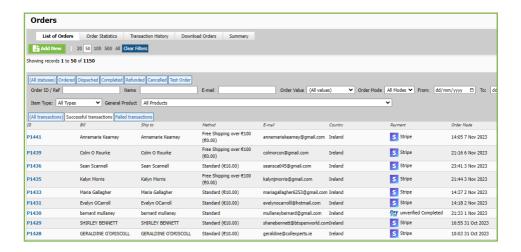
Dotser Machinery software allows you integrate multiple systems into one central platform ensuring all your team have secure access to live product, stock, pricing, order and customer data from any mobile device.



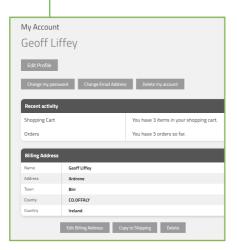




Order Management System



Customer **Account Details**

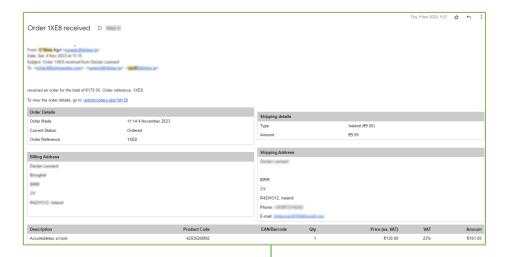


Easy-to-use Order management System





Invoicing



Order Confirmation emails

Easily create customer invoices



Automatically Create Packaging Labels





Payment Gateways

Multiple Payment Options

Allow customers choose how they want to pay - secure shopping cart with multi payment gateways.

* * *

Customers can pay for products and services using a secure shopping cart system and reputable payment gateways from leading payment providers.





Dotser work with Stripe software in order to accept payments and manage businesses online.

Whether you're looking to bill customers on a recurring basis, set up a marketplace, or simply accept payments, Stripe is the leading fully integrated, global platform that can support online payments.



Secure Cloud Hosting

Secure & Server Databases

Cloud hosting and storage is a critical component of an effective online business and digital strategy. Dotser's experience in providing a secure and resilient cloud infrastructure to host your business solution ensures your system is always online.

Dotser uses a complete range of cloud storage services to support both application and archival compliance requirements and our partnership with world leaders in cloud technologies ensures we offer reliable, scalable, and secure solutions.

Back up Policy

Dotser has the ability to recover, restore and retrieve data that is lost/damaged/compromised to meet regulatory backup compliance requirements.

Cloud Partners









Layout & Design

The creative team at Dotser are here to assist you in developing and designing your website.

The Dotser team will:

- Create the website layout and design in line with company branding
- Implement your brand font and colour scheme (style sheet)







Brand Identity / Customisation



Logo Customisation Service

As part of our service Dotser will provide you with a number of logo customisations.

Dotser will develop your logo to compliment your website and provide you with a strong brand message, allowing you to promote your business in order to generate sales.

Logo/Brand Refresh

Update of your business logo for use on your website and in your marketing material



Search Engine Optimisation (SEO) Tool

At Dotser we pride ourselves on achieving high organic rankings for our clients on Google, which delivers the best return on your marketing investment.

- Search engine-friendly URL's
- Simple to use module to manage page title, descriptions and keywords
- Proven to deliver results for competitive keywords
- Natural, organic rankings attract more attention

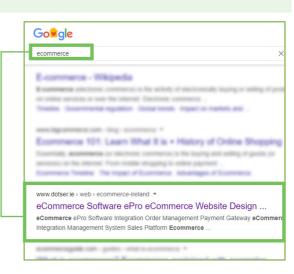
Applying SEO expertise to provide high rankings in organic search results consistently outperforms the return on paid search advertising.

This fact alone is why Dotser's SEO expertise can be a valuable weapon in your online arsenal.



Organic/Natural Search Results

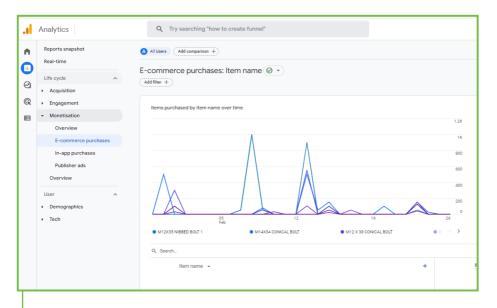
Tools to Compete with International Brands Paying Large Amounts on Google Adwords







Dotser is integrated with the latest Google Analytics tools (GA4) to give important insights into website user behaviour



E-Commerce purchases data

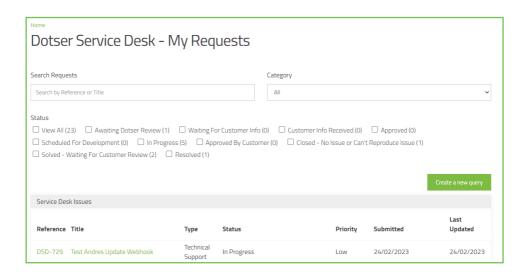
E-commerce purchases by item name - includes items viewed, items added to the cart, items purchased and revenue





With Dotser you can avail of the team's help and support with:

Web & marketing advice
 Live online training
 Email support
 Phone helpline available from 9am to 5pm, Monday to Friday





(2) Support Services

- Fast & efficient helpdesk support
- Our team have the ability to remotely control your computer for trouble shooting & training
- Knowledge base
- Download guide
- Guidance in setting up email with purchased email services
- Helpdesk support
- Online support requests managed in one place
- Quick-response turnaround

Software

















Leading provider of integrated eCommerce solutions

Proudly powering

















- MACHINERY DEALERS
- PARTS DEALERS
- OEM MANUFACTURERS

















Leading provider of integrated eCommerce solutions





















- **Machinery Dealers**
- **Parts Dealers**
- **OEM Manufacturers**





















Client Testimonial

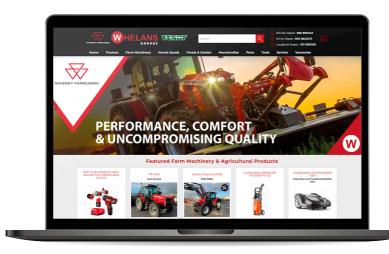






Dotser developed a comprehensive online resource for Whelan's Garage. Through the Dotser API integrating with IBCOS, product information is automatically updated. This ensures an engaging experience for site visitors as well as improved shipping processes.

This solution coupled with the use of the Dotser Content Managment System (CMS), has provided for significant SEO improvements, resulting in increased sales of Massey Ferguson merchandise, greater brand awareness and more sales enquiries based on product code searches.





AUTOMATE, INTEGRATE and SCALE are Dotser's three descriptive words for their business offering, and that is exactly what the Dotser's software and integration solution enabled us to do.

We first approached Dotser looking for an ecommerce and website management platform, and then a solution to integrate with our IBCOS dealer management system.

Dotser's systems and software has enabled us to automate our stock updates, reduce costs, and scale the business. We find Dotser very approachable, skilled and solution-orientated, always providing a solution for any concern we have.

I have no hesitation in recommending Dotser to any agri dealer out there.

Kevin Whelan

Owner, Whelan's Garage



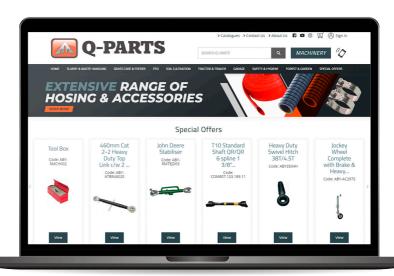






Leading supplier of wearing and fast-moving parts for the agricultural machinery sector around the world choose Dotser.

System is integrated directly with Abbey's ERP system (M1 from ECI solutions). Enabling registered and approved customers to view live product pricing and stock information, allowing them place orders direct from a simple-to-use mobile responsive front-end.





"Abbey Machinery engaged with Dotser to provide an eCommerce solution; in particular,

a webshop for our QParts division to our customer base. The webshop had to integrate with our ERP system — m1 by eci.

Dotser successfully delivered the brief which is now our QParts product - www. abbeyqparts.com

The end result is an easy-to-use platform, delivering sales, with the required information for business analysis.

We've been using the system for two years now (since September 2020), and with the very positive feedback both from our customers and staff alike; Abbey Machinery are very happy with the finished product and continuing service."

Cormac Cavanagh

Supply Chain Manager





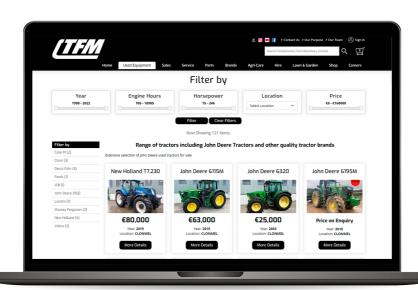




TEMPLETUOHY FARM MACHINERY LTD.

Ireland's largest John Deere dealer Templetouhy Farm Machinery (TFM) selected Dotser e-commerce platform for an integration solution with John Deere's Machine Finder.

TFM engaged Dotser seeking a new look online interface with more control over product information, enhanced visibility, improved functionality (including greater eCommerce functionalities) and greater usability (UX) for the user.





The new integration solution with the John Deere MachineFinder platform which saves the TFM sales team significant time when publishing machine stock listings online while also giving them enhanced control over how product images and information are displayed. Being able to highlight the relevant TFM sales person responsible for each machine type or product saves a lot of time by allowing customers get straight to the right person.

Automating the publishing of MachineFinder machinery direct to the Templetuohy Farm Machinery website saves duplication of work saving valuable time, resources and attention. Having the machinery data and listings on the website improves natural search engine ranking on Google, delivering greater online visibility and more potential customers direct to the TFM site.



Integrated with





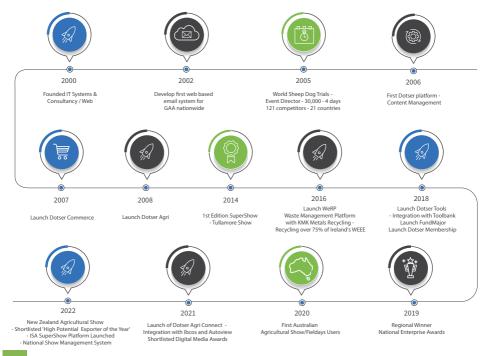




Your Trusted Dynamic Ecommerce Solution Provider.

Dotser are a cloud business solutions provider specialising in dynamic eCommerce solutions, waste management solutions WeRP, event management software (SuperShow), and web applications.

We pride ourselves on being **thorough**, **collaborative**, and holding utmost **integrity** for both ourselves and our clients. What this means is we work as a **partner**, to create and provide the **safest and most secure solutions**, with everyone's expectations met from start to finish. We are also focused; ensuring each client's project is **delivered on time**, **in full and to specification**.





Meet Your Team

When you work with us, your project is assigned to a team of key dedicated developers based on your requirements. In addition, the following key members will work with you throughout the process.



Loughnan Hooper
CEO & Founder



Geoff Liffey Project Manager



Alison Kenny
Accounts



Dean Kirlew
 Global Sales Director



Nerijus Barauskas
Head of Development



Ciara KinnarneySuperShow Manager



Andrés Macías
Senior Developer



■ Karl O'Donnell
Front End Developer



Liam McKnight
Designer



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