



**CLIENT:** CNH Case New Holland  
**PROJECT:** EQPower Auction Site

The screenshots illustrate the user interface of the EQPower.com auction site. The first screenshot shows the main navigation menu with categories like Agriculture (434), Construction Equipment (295), and More. The second screenshot displays a 'HOT ITEMS' section with a table of equipment listings. The third screenshot shows a 'PRODUCT COMPARISONS' section comparing three different tractor models.

Compare	Excess	Unit No.	Mfg.	Model
<input type="checkbox"/>		572855	KOBELCO	SK210
<input type="checkbox"/>		572855	KOBELCO	ED150
<input type="checkbox"/>		572858	NEW HOLLAND	LS180
<input type="checkbox"/>		572858	NEW HOLLAND	LS180
<input type="checkbox"/>		572859	PEKLER	101800
<input type="checkbox"/>		572859	NEW HOLLAND	LS180
<input type="checkbox"/>		587513	CASE	7047
<input type="checkbox"/>		587512	NEW HOLLAND	L7150.8
<input type="checkbox"/>		587512	CASE	7047
<input type="checkbox"/>		572845	NEW HOLLAND	LS180.8
<input type="checkbox"/>		572844	NEW HOLLAND	LS180
<input type="checkbox"/>		574818	NEW HOLLAND	LS180
<input type="checkbox"/>		574805	CASE	CH47
<input type="checkbox"/>		584250	ASV	RC85
<input type="checkbox"/>		572795	CASE	DX88



## Business Portal Development

### About the Company

CNH is a 12 billion dollar global leader in the agricultural and construction equipment marketplace with 11,400 dealers in 160 countries worldwide. CNH is the power behind the Case and New Holland brand families whose market leadership is based upon the knowledge and heritage of its brands with the strength and resources of its worldwide commercial, industrial, product support and finance organizations. Visit them at [www.cnh.com](http://www.cnh.com)

### The Challenge

The heavy equipment marketplace is replete with used equipment that is returned after leasing or repossessions. Due to CNH's size and global presence, hundreds of units per month are being returned for processing. The processing would include spending to maintain unit insurance, warehouse storage, manual information gathering and storage, and many lost or "forgotten" units in storage. CNH needed a solution to help them sell off these units as they became available.

### The Solution

The current CNH website, although highly informative, lacked many of the features for today's e-businesses. Dynamic Quest worked with CNH to identify the critical factors for presenting and disposing of used equipment across a global enterprise. One of the core goals of the web site was to bring product awareness to the CNH Dealer base to enable the ease of purchase while maintaining the confidence and trust so critical to the heavy equipment marketplace.

The new website was christened EQPower. Although the site presented several technical and logistical challenges, Dynamic Quest was able to add administrative and auction-related features to ensure data integrity and push the buyer awareness to new heights.

Today, the successful completion of the project and its functionality can be viewed at: (<http://www.eqpower.com>).

### The Result

Results often speak louder than words, and in this case, CNH can claim its results are incredible.

- Over 3,000 dealers purchasing via the site
- An industry standard website for used heavy equipment
- Sells over 600 units per month.
- An average of \$25 million in sales per month with an estimated \$300 million per year. An increase from \$25 million per year 1999.
- Average sales price for units are up 20% from the earlier traditional methods of selling units.
- The Remarketing Team was once considered an "operational cost department", and is now considered a "profit center", not only selling CNH equipment via the site, but also selling other dealers equipment on EQPower for a fee based service.
- The average time to sell a unit is now under 30 days (down from the 140 days in 2000).

EQPower has grown to become a very powerful web site in the heavy equipment market and is expected to continue to grow at similar or greater speed over the next few years.

**Client Name:**  
**CNH**  
**CASE NEW HOLLAND**

**Project:**  
**EQPower Auction Site**

**Services Performed:**  
**Business Portal Development**

"Dynamic Quest and CNH Capital have worked together to create and evolve eqpower.com. The environment has grown to support both internal and external business goals."

**Mike Bergstrom,**  
 Remarketing Manager  
**Case New Holland**