



Frequently Asked Questions

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Introduction

EASy is the Electronic Accessory System, designed by Snap-on Business Solutions to help automotive dealerships sell more accessories. This document answers some frequently asked questions about ordering and using EASy. Please call Snap-on Business Solutions with additional questions at 888.543.0894.

Contents

General	1
Customer Use	2
Configuration and Training.....	3
Business Process Optimization Workshop.....	4
Using EASy.....	4
Ordering	6
System Requirements	7
Additional Questions	7

General

What is the Electronic Accessory System (EASy)?

EASy is a Web-based application developed jointly by Snap-on Business Solutions and Chrysler to assist Chrysler, Dodge, and Jeep dealers in selling more accessories. The solution includes:

1. A monthly subscription to the EASy Web site with data updates.
2. Training services for your dealership.
3. Optional workshop offerings.

What accessory information is included in the application?

EASy contains all Mopar accessories data from 2004 forward.

Who in the dealership would be using this application?

Three departments will be primary users of this application:
Sales, Service, and Parts departments.

Customer Use

Can my customers use EASy through my dealership's Web site?

Yes. In May 2009, Snap-on Business Solutions introduced the Dealer Site Gateway feature. This feature gives dealers subscribed to EASy the opportunity to connect their dealership Web site to an online EASy accessories storefront.

Will my customers need special training or help to use EASy?

No. EASy is designed to be user-friendly and intuitive. It functions as consumers typically expect a modern online storefront to work.

There is a public version of EASy already available through Mopar.com. How does the Dealer Site Gateway feature differ?

Dealers who subscribe to EASy can sign up for the additional Dealer Site Gateway feature. This allows them to connect their dealership Web site to the dealership's implementation of EASy. Consumers will be able to view the dealership's accessories, package deals, and installed pricing information. All shopping lists submitted through a Dealer Site Gateway are delivered directly to the dealership. The dealership's logo is displayed prominently in the EASy site header. Dealership contact information is provided directly on the site.

The general Mopar accessories catalog, which is accessible from the Mopar, Dodge, Jeep, and Chrysler Web sites, allows customers to search for accessories, create shopping lists, and submit them to any dealership for follow-up. All Chrysler, Dodge, and Jeep dealerships may receive sales leads through this tool.

How much does the Dealer Site Gateway feature cost?

See the **Ordering** section of this FAQ for pricing information.

What additional functionality is available when a dealership subscribes to EASy that is not available through the public version at Mopar.com?

With EASy, the goal is to help Parts, Service, and Sales departments collaborate as a single team through one application in order to sell more accessories.

Dealerships can set all pricing information, labor times, and labor rates within EASy to give all users access to the dealership's specific pricing. Extending this pricing to consumers on the Web is only possible for dealers who subscribe to EASy and sign up for the Dealer Site Gateway feature.

Beyond customizing pricing, dealers can create specialized accessory lists unique to their markets, can track shopping lists of all customers for efficient follow-up, add additional accessories sold locally at the dealership, and more.

An updated list of product features is available at sbs.snapon.com/EASy.

Configuration and Training

What installation options are available?

As a Web-based application, EASy requires no software installation.

How do I set up my EASy site?

When you order EASy, Snap-on Business Solutions will create your EASy site. All the information that Snap-on Business Solutions requires to create your EASy site will be collected at the time of your order.

What configuration and training options are available?

There are two methods for configuring your EASy site and training dealership personnel in the use of the product.

1. Web-based.
2. On-site at your dealership.

How do I decide which training option is right for me?

If you have a team that does well with remote, online training, then our Web-based option will work well for your dealership. If your team does better with face-to-face interactions, then on-

site services are the way to go. In either case, our experienced professionals will make sure that your team is 100 percent satisfied.

Business Process Optimization Workshop

What is the Business Process Optimization workshop?

Snap-on Business Solutions offers an on-site Business Process Optimization workshop to all customers who purchase EASy. This workshop focuses on best practices in accessory sales. During the workshop, we focus on educating you about how you can improve your dealership's processes, how your various businesses can best work together, and how other dealerships have successfully increased accessory sales.

As close cooperation and commitment from various departments within the dealership is required to ensure the success of an accessories sales program, this option is highly recommended.

How does the Business Process Optimization workshop differ from the product training we sign up for when we order EASy?

This workshop is conducted separately from the initial product training event that you sign up for at the time of your EASy purchase. Where the initial product training is focused on use and configuration of the EASy product itself, the Business Process Optimization workshop is focused on the overall process of selling accessories.

How do I get more information on the Business Process Optimization workshop?

Please contact Snap-on Business Solutions directly at 888.543.0894 or on the Web at sbs.snapon.com/EASy.

Using EASy

How do I access EASy?

You access EASy on the Internet through Internet Explorer. Your Dealer Administrator will be provided the Web URL through which your site can be activated.

For convenience, you can add a desktop shortcut to your dealership's EASy site on each system from which your team will access EASy.

How do I set up my user account?

Your EASY Dealer Administrator is responsible for creating your user account.

When your dealership orders EASy, Snap-on Business Solutions will set up your EASy site and create a Dealer Administrator account. The log-in information for this account will be provided to the representative at your dealership who will act as your EASY Dealer Administrator. This individual will then create individual accounts for each user at your dealership.

What is the role of the Dealer Administrator at my dealership?

The Dealer Administrator for your EASy Web site is an individual at your dealership. This person is responsible for creating user accounts for each individual at your dealership who uses EASy. This person assigns roles to each user's account (Parts Manager, Sales Manager, Sales Person), in order to provide each user with the correct level of functionality and access within EASy. The Dealer Administrator is also responsible for additional site maintenance functions.

How do I get data updates?

The EASy site updates automatically with the latest Mopar data.

Does this application interface with our current DMS system for checking parts availability and pricing?

EASy does allow you to transfer a shopping list into your DMS.

Can I create pre-defined lists of accessories within EASy?

Yes. A user creates a pre-defined list of accessories. This list is then available to preview by selecting it from the My Control Panel section of your EASy site.

Users can copy pre-defined lists to a customer's shopping list in order to add packages to an existing shopping list or to further customize the package by adding or removing accessories. Consumers accessing EASy through the Dealer Site Gateway feature can also add accessory packages to their shopping lists.

How might my dealership use pre-defined lists?

EASy allows users to create packages of accessories, called pre-defined lists within EASy. Your dealership's Parts Manager, for example, might want to use pre-defined lists to create packages of accessories that Sales people can quickly present to



customers as a starting point for discussion. Pre-defined lists can also be viewed as accessory packages by consumers through the Dealership Site Gateway feature.

Ordering

How can I order EASy?

An order form is available at sbs.snapon.com/EASy. You can also contact Snap-on Business Solutions directly at 1-888-543-0894.

How much is this product?

Monthly subscription fees vary based on the number of users in the dealership licensed for use.

Users	Fee
1-3	\$129 per month
4-10	\$199 per month
11-19	\$289 per month
20 or more	Call Snap-on Business Solutions for quote

Configuration and Training options are priced by the number of seats purchased.

Web-based configuration and training

Users	Fee
1-3	\$270
4-10	\$435
11-19	\$570
20 or more	Call Snap-on Business Solutions for quote

On-site configuration and training

Users	Fee
1-6	\$802
7-19	\$1,150
20 or more	Call Snap-on Business Solutions for quote

The optional Dealership Site Gateway feature is available for an additional incremental fee.

Optional Feature	Fee
Dealer Site Gateway	\$50 per month

System Requirements

Do I have to buy a server, or any other hardware, from Snap-on Business Solutions to run this application?

No. The system only requires that you run Internet Explorer 6 or 7 on a Windows desktop. Snap-on Business Solutions does offer hardware solutions for dealers who need or are interested in expanding or replacing the number of workstations available in their dealership.

What are the minimum system requirements for operating EASy?

EASy requires Internet Explorer 6 or 7 on a Windows desktop.

Additional Questions

Who do I contact if I have questions about my order?

Contact Snap-on Business Solutions with any questions about your order.

Ordering: 888.543.0894

Monday–Friday (8:00 a.m.–5:00 p.m. EST)

Who do I contact if I have questions about using EASy?

Please contact the Snap-on Business Solutions technical support team with any questions about using EASy.

Technical Support: 800.656.4772

Monday–Friday (7:00 a.m.–9:00 p.m. EST)

Saturday (8:00 a.m.–4:00 p.m. EST)