

Brittan Auctions

Brokering Success with PFW Auction Manager

For over a quarter-century, Brittan Auctions of Lambeth, Ontario, Canada has conducted auctions of estates, antiques, collections, motorcycles, farms, real estate and commercial assets. They have built their solid reputation on integrity and professionalism, with a mission to help their customers achieve top market value. A forward-thinking company that is committed to progress, Brittan Auctions feels that they require auction software that is dynamic, streamlines processes, and increases the level of control and coordination of their auctions.

Brittan Auctions initially met with PFW representatives in February, 2003, at the annual Ontario

Auctioneers Association Convention. After receiving a demonstration of the company's auction-management software, PFW Auction Manager, Brittan Auctions was impressed with a solution that meets their needs, is easy to use, and facilitates an improved level of business operation.

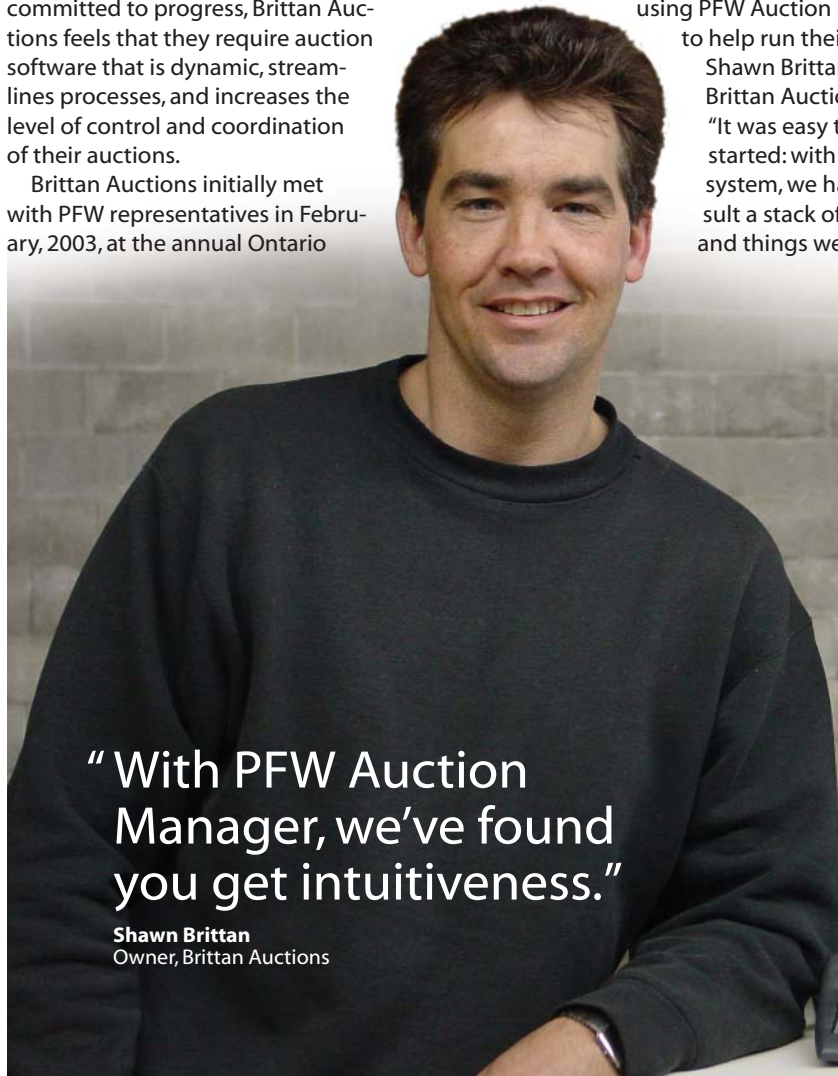
In fact, after a product demonstration, Brittan Auctions purchased and began using PFW Auction Manager to help run their business.

Shawn Brittan, owner of Brittan Auctions, recalls, "It was easy to get started: with our old system, we had to consult a stack of manuals, and things were still not

set up correctly when we began using it. In contrast, the cashiering screen in PFW Auction Manager took us only a half-hour to learn and is appealing to the eye.

"For us, setting up a sale is now faster: it's just pick and click," Brittan says. "During setup, the software catches errors, such as consignor numbers that are not in the system and postal code problems, which used to cause delays during the auction. We've also found the commission-structure logic is nice, as we can apply a variable rate to the auction — that's how eBay does it. The freedom is there to add in whatever structures, such as fees, you need to create, as there is always something odd that comes up and needs to be added."

Further illustrating the software's flexibility, Brittan relates that, at a Brittan auction where their clerk was unavailable, someone from the crowd was able to jump in and quickly learn how to do the clerking. He mentions that Brittan's part-time staff has found PFW



"With PFW Auction Manager, we've found you get intuitiveness."

Shawn Brittan
Owner, Brittan Auctions



For More Information

Visit <http://auction.pfw.com> for more information. To contact PFW call (519) 474-3300 or send an e-mail to auction@pfw.com.

PFW Systems Corporation

PFW Auction Manager is developed and supported by PFW Systems Corporation. PFW, a privately-owned company based in London, Ontario, Canada, provides automated dealership solutions for industrial and agricultural equipment dealerships throughout North America. As an authorized IBM Premier Business Partner and an IBM Certified for eBusiness Business Partner operating in Canada and the United States, PFW develops, markets, installs and supports dealership management software for the IBM eServer iSeries family of business computers. In addition, PFW continues to introduce new software technologies, such as browser-based CRM solutions, online parts ordering, Business Intelligence tools, manufacturer and product interfaces and wireless applications.

Auction Manager to be user-friendly and that the tab-through navigation is useful as an alternative to using a mouse.

Brittan adds, "With PFW Auction Manager, we've found you get intuitiveness, in that it is very specific to an auctioneer's requirements, with all the options you need. Now, we can easily find an item or customer, get a selection of graphs and reports — including a geographical analysis of our customers — that are clean, easy to read, and easy to walk through with consignors.

"Finding items or customers within our auction software was a huge problem before," Brittan explains. "We had to bring up the consignor list, then go through four or five more steps, and had to know their phone number or last name. Also, there was no business analysis or breakdown, and no graphing capabilities. Before, the way the system worked, I had to go back and close auctions, then enter information afterwards. This sometimes never got done, and as a result, we lost valuable customer information."

When Brittan called his former vendor for support, he received basic, one-word answers to his questions. In fact, he recounts that he sometimes had to call other users of the software in order to troubleshoot problems with the system.

"Also, our previous system didn't give us the remaining item quantity during a

sale," he notes, "which is useful because, in order to effectively manage our auctions, we have to be able to keep the pace of the sale high. We also now have two methods to choose from for price calculations, with art auctions being a good example of the perfect spot to use this ability."

Brittan points out that in their old system he had to print a report to preview invoices, as there was no on-screen view. As he finds paperwork tedious, he is enjoying the fact that now he processes less paper and spends less time recording information

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Owner, Brittan Auctions

after the sale. When customers come back to ask how much they spent, he can now provide them with a quick answer.

He observes, "The system has filled gaps in our business processes we didn't even know about: now we know more about our customers, which helps with marketing. I like the fact that, with PFW Auction Manager, I can now identify my top customers so, for example, I can send them a gift in order to show customer appreciation. Also, if we have made a customer note, the next time we access their record, the application pops up a memo, which is very important in some cases."

The relationship between PFW and Brittan Auctions promises to keep on returning the dividends that are already apparent. Brittan says, "We've never received this type of service before. The modules are all there, and with PFW Auction Manager, we get the total package."



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