Version 1. (Issued Dec. 2025)

COMPACT (CP)

Bobcat

Bobcat ALAO Onboarding Guide

Welcome to the Bobcat Family – Your Journey Starts Here

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02. Support Team

03. Dealer Systems

04. Complete/Parts Order

05. Parts

06. Service & Warranty

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Dear Bobcat Dealer,

Welcome to the Bobcat family!

We are delighted to have you as our new dealer and partner.

This onboarding guide will help you quickly understand essential processes and available resources for your business success. By fully engaging with the onboarding steps, you will build a strong foundation for growth in your market.

If you have any questions, our team is always here to support you.

We look forward to a great partnership and shared achievements.

Best regards,

The Bobcat Team

ONBOARDING – “THE JOURNEY STARTS”

Bobcat

CHECKLIST

Foundation Building (1~10 days)	Engagement (11~30 days)	Activate (31~60 days)	Management (61~90 days)	Completion (90 days~)
“Welcome to Bobcat” • Dealer information registration • System/Account set-up • Welcome letter by President • New dealer announcement in the ALAO Newsletter • Dealer onboarding meeting	**“Orientation”** • Basic training by relevant teams • Bobcat brand, product, policy, financing program introduction • Initial order input	**“Prepare ready to sell”** • Onboarding progress check (~Engagement) • Advanced training by relevant teams • 1st order product arrival check-up & feedback	**“Settle down to market”** • Onboarding progress check (~Activate) • Receipt of dealer VOC • Sales & AM/PS monitoring & Dealer support	**“Become part of Bobcat Family”** • Final onboarding progress check with Dealer • Gift for completion of onboarding • Dealer certification

ONBOARDING PROCESS

Foundation Building
(1~10 days)

"WELCOME TO BOBCAT"

Functions	Tasks	Reference
CS (Sales)	• Creation of dealer order account and platform account • Dealer Admin training (user management)	• iStore, Dealer Platform • Admin training conducted by CS team
Parts	• Dealer order account and necessary accounts creation	• Doobiz & Parts Catalog
Service	• Dealer service and warranty related accounts creation	• IRW, My Machine, Service Cloud
Marketing	• Official announcement of new ALAO dealer	• ALAO newsletter
CD	• New dealer welcome letter sending • ALAO new dealer onboarding guide handout • Bobcat–dealer onboarding meeting	• ALAO President Welcome letter • Dealer biz essential items (inc. key system manual) • Set-up onboarding schedule

ONBOARDING PROCESS

Engagement (11~30 days)

"ORIENTATION"

Functions	Tasks	Reference
Sales	• Sales organization introduction – Roles & Responsibilities, Key Contacts	
	• Main products introduction – product specs & key features	• Distribute brochures, catalogues, and price pages – Family brochure distribution, Q&A session
	• Sales policy introduction	• Payment terms, lead time, pricing, commercial terms
	• System access check for dealer sales personnel	
	• Requirements discussion for initial order	• Receive dealer requirements for first product order
	• Delivery of Essential sales processes & related info. : – Bobcat customer database for new dealer territory – Sales program – Market data (AEM or other agencies)	• Discuss possible product line-up and positioning for Bobcat equipment based on market data
	• Sales-related systems introduction and training : – iStore, Dealer Platform	• Provide iStore user manual

ONBOARDING PROCESS

Engagement (11~30 days) **"ORIENTATION"**

Functions	Tasks	Reference
Parts	• Parts organization introduction – Roles & Responsibilities, Key Contacts	
	• Bobcat parts policy introduction	• Including payment and shipping method discussion
	• Order discussion for initial parts	
	• System access check for dealer parts personnel	
	• Parts-related systems introduction and training : – Parts Order – Parts Searching	• Order (Doobiz) & Searching (Parts Catalog)
	• RSG* sharing according to complete product order plan * RSG: Recommended Stock Guideline	

ONBOARDING PROCESS

Engagement (11~30 days)

"ORIENTATION"

Functions	Tasks	Reference
Service	• Service organization introduction – Roles & Responsibilities, Key Contacts	
	• Bobcat service policy introduction – Warranty & service policy (Including ACR, DR)	• Including explanation of current product issues
	• System access check for dealer service personnel	
	• Service-related systems introduction and training : – Warranty system – Service information portal	• Warranty (IRW) & Service (My Machine)
Marketing	• Marketing organization introduction – Roles & Responsibilities, Key Contacts • Dealer locator update (Bobcat.com) • Initial dealer marketing plan discussion & support • Marketing system & guide introduction and training : – Bobcat Dealer Portal – Bobcat Brand & Resource Guide	

ONBOARDING PROCESS

Engagement
(11~30 days)

"ORIENTATION"

Functions	Tasks	Reference
Training	• Training organization introduction – Roles & Responsibilities, Key Contacts • Training curriculum guide • Online training user set-up status check • Introduction and training of training-related systems: – Online training platform	
DBCS	• DBCS* organization introduction – Roles & Responsibilities, Key Contacts * DBCS : Doosan Bobcat Capital Solution • Financing introduction	

ONBOARDING PROCESS

Activate
(31~60 days)

"PREPARE READY TO SELL"

Functions	Tasks	Reference
Sales	• Feedback session on initial product arrival and sales preparation status check • Handling of sales information discussion : – IRW for Inventory check & Delivery report • Discussion on market research and demo	• Including payment discussion
Parts	• Bobcat AMDP products introduction and regional parts sales opportunities discussion • Proceed with the initial order	
Service	• Advanced training on service systems : – IRW (warranty management including recovery) – Service Cloud • Bobcat soft program introduction	• Service Cloud : Tool for dealer inquiries and support • Extended warranty, Bobcare

ONBOARDING PROCESS

Activate
(31~60 days)

"PREPARE READY TO SELL"

Functions	Tasks	Reference
Marketing	• Bobcat digital marketing guidance and support discussion • Dealer branding status check (site & online)	• Website management, digital campaigns, digital/product/brand (incl. communication) • Signboard & office interior
Training	• Bobcat core product training conduct by VILT* * VILT: Virtual Instructor-Led Training • Service training plan development	• LDRs & MEX Basic

ONBOARDING PROCESS

Management (61~90 days) "SETTLE DOWN TO MARKET"

Functions	Tasks	Reference
CD	• Dealer onboarding status check and receive VOC	
Sales/Parts /Service	• Regular monitoring of sales/parts/service business	
Marketing	• Final review and discussion on marketing tasks	

Completion (90 days~) "BECOME PART OF BOBCAT FAMILY"

Sales	• Onboarding completion gift for the dealer • Awarding of the Official Bobcat dealer certificate	

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BOBCAT SUPPORT - DEALER CONTACTS

All Bobcat Dealers have regional Bobcat team assigned to them to maximize sales, parts availability and service performance.

Country Manager

Responsible for sales of machines, including attachments and machine options, dealer sales business development, machine specifications, and territory management.

Customer Service (Sales)

Supports machine and attachment order management, lead times and availability, shipping, and logistics.

Parts Manager

Sales of Bobcat Spare Parts, dealer aftermarket development, and parts warehouse and stock management.

Technical support for parts technical questions, compatibility, and issues.

Customer Service (Parts)

Supports for parts retail and shipping.

Service Manager

Dealer service business support, Dealer service review and general management of service and warranty

Product Support and Troubleshooting

Technical support for machine technical issues or repairs.

Marketing Manager

Provides support for marketing and communications.

Channel Development Manager

Sets up and checks the onboarding status for new Bobcat dealers.

Bobcat Training

Bobcat Training develops and provides learning offerings.

BOBCAT SUPPORT – YOUR DEDICATED TEAM

Key Person

CS Included

SALES	PICTURE	PICTURE	PICTURE	PICTURE
	Team Leader Name	Country Manager Name	Title Name	Title Name
AM	PICTURE	PICTURE	PICTURE	PICTURE
	Team Leader Name	Parts Manager Name	Title Name	Title Name
PS	PICTURE	PICTURE	PICTURE	PICTURE
	Team Leader Name	Service Manager Name	Title Name	Title Name

BOBCAT SUPPORT – YOUR DEDICATED TEAM

Key Person

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BOBCAT SUPPORT – YOUR DEDICATED TEAM

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BOBCAT SUPPORT – YOUR DEDICATED TEAM

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BOBCAT SYSTEMS - COMPACT

Dealer Platform

Sales	Parts	Service	Marketing	Training
iStore	Doobiz	IRW	Bobcat Dealer Portal	Bobcat University
	Parts Catalog	My Machine		
		Service Cloud		

Dealer Communication

Bobcat News
(bobcat_news-doosan.com
@bobcat.ccsend.com)

Training news
(alao.training@doosan.com)

BOBCAT DEALER PLATFORM

BOBCAT Dealer Platform

Link : Dealer Platform

The Bobcat Dealer system is a system where dealers can access all applications necessary to operate their Bobcat business, such as product information, orders, parts, service, marketing and training.

It is very important for dealers to ensure that only active and current employees can access Bobcat Dealer Systems and internal Bobcat information.

KEY POINTS

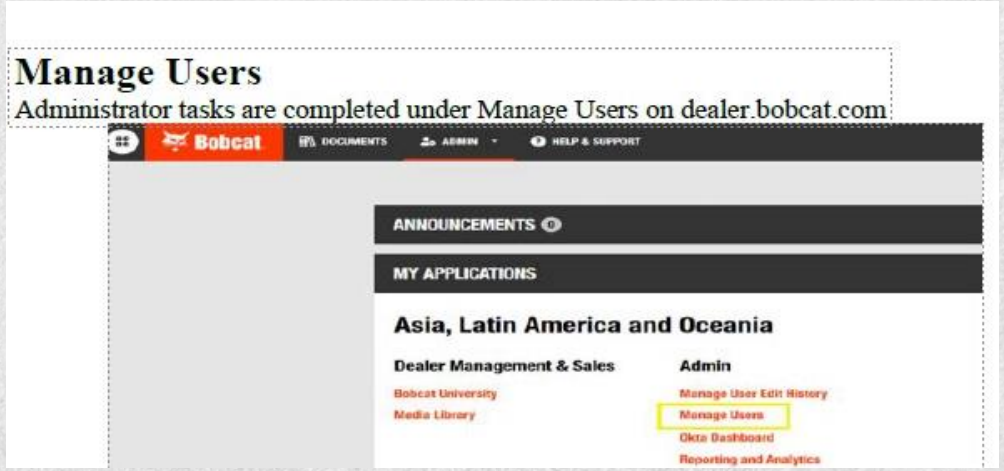
MANUAL

Dealer Administrator

Dealership administrators are responsible for the creation and management of user profiles at their dealership. This guide will serve as an overview of these tasks.

Administrator Roles & Responsibilities

- Creating and modifying user profiles
- Managing application permissions
- Deactivating user profiles
- Conducting periodic user reviews
- Managing Singular Permissions



SYSTEM SUPPORT - HELP DESK

Bobcat provides help desk services (system support) aligned with each region's time zone.

Region	Notes
SEA/OC	**Chat:** Support for 10 languages with translation Hours: 07:00-20:00 (KST) Chat URL SEA/OC/Korea External Chat **Phone:** English only 920-541-4058 Hours: 07:00-20:00 (KST)
LA	**Chat:** Support for 10 languages with translation Hours: 07:00-17:00 (CT) Chat URL LA External Chat **Phone:** English only 920-541-4057 Hours: 07:00-17:00 (CT)

Application	Language	Role of Help Desk
Enigma (Dealer Platform)	**English only**	▪ User password errors and inability to connect to specific sites ▪ New user registration and granting permissions ▪ Sharing user guides and notices
iStore		▪ Immediate response to new user registration and permission-related requests - Password reset, user lock release, etc.
IRW / My machine		▪ Responding to inquiries such as missing serial numbers and price differences ▪ Responding to various user inquiries about IRW (usage guidance, etc.)
Service Cloud (Trouble shooting case)		▪ User permission and license management ▪ Responding to requests related to data analysis, such as data extraction, data differences, or missing data
Bobcat University		▪ Responding to inquiries related to web page usage - Input errors, menu guidance, etc.
Bobcat.com		▪ Responding to inquiries related to web page usage - Input errors, menu guidance, etc.

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ORDER – ISTORE & DOOBIZ

iStore – Machines/Attachments Order

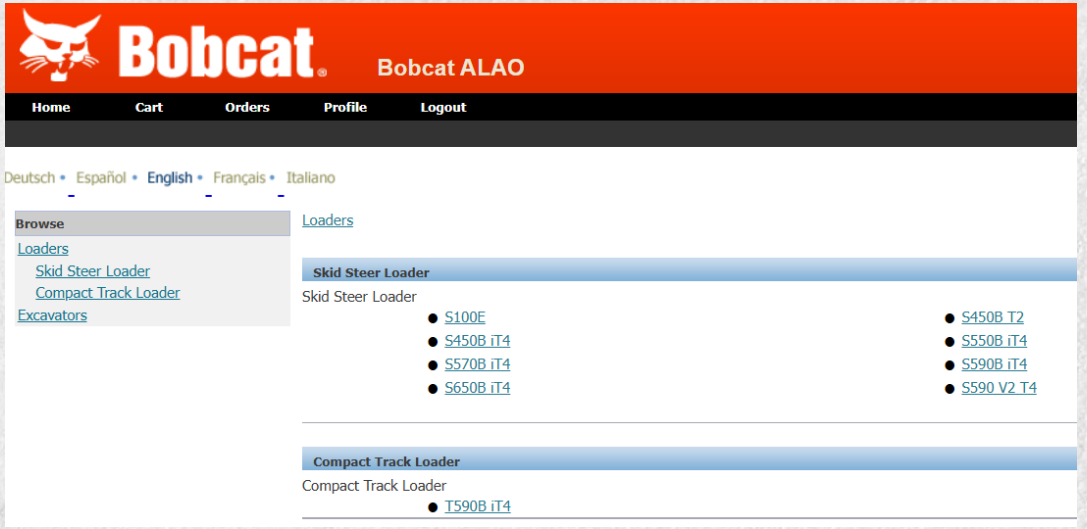
MANUAL

iStore is an ordering system for genuine Bobcat machines and attachments. Dealers can select equipment options and configure the required specifications directly in the system.

Additionally, iStore enables dealers to select extended warranty options, further enhancing their competitiveness in the market.

- Product information, status, and history for ordered items can be handled through IRW. For more detailed information about IRW, refer to the IRW manual in the Service & Warranty section.

Link : iStore



Doobiz – Parts Order

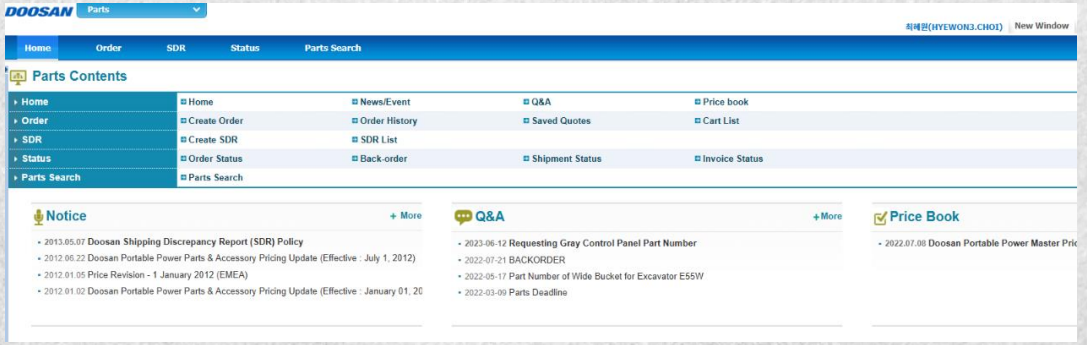
MANUAL

Dealers can order genuine parts through the Bobcat Doobiz.

On Doobiz, they can check parts availability and pricing, and place orders directly according to their needs.

In addition, dealers can view the delivery status and backlog status of their orders and can also submit a claim in accordance with the Shipping Discrepancy Report (SDR) Policy.

Link : Doobiz



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PARTS – BOBCAT PARTS CATALOG

Bobcat Parts Catalog

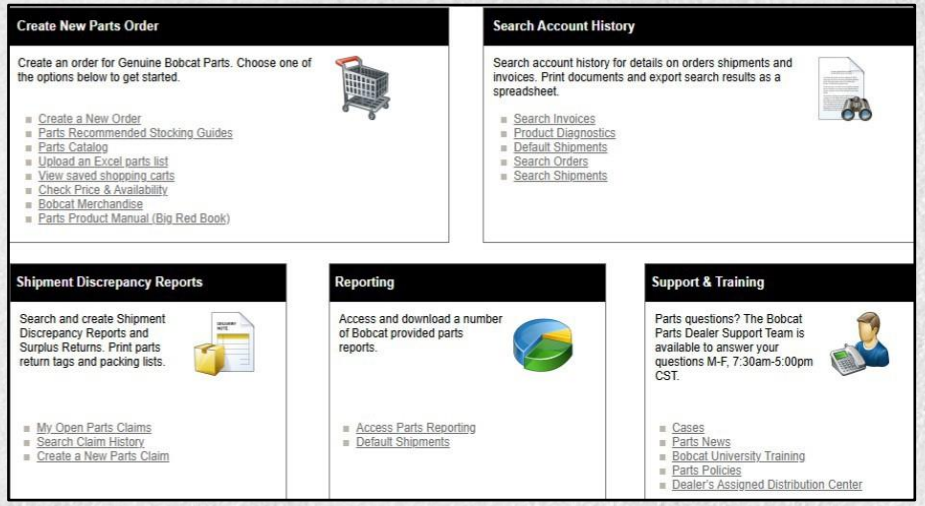
MANUAL

The online Bobcat Parts Catalog (BPC) is the Parts Portal and contains parts catalog information for Bobcat products.

The system is used to find the correct parts for servicing your Bobcat equipment. It also includes Bobcat Technical Information, parts bulletins, and kit Installation instructions.

For more detailed information about BPC, refer to the bobcat catalog manual in the bobcat part section.

Link : Parts Catalog

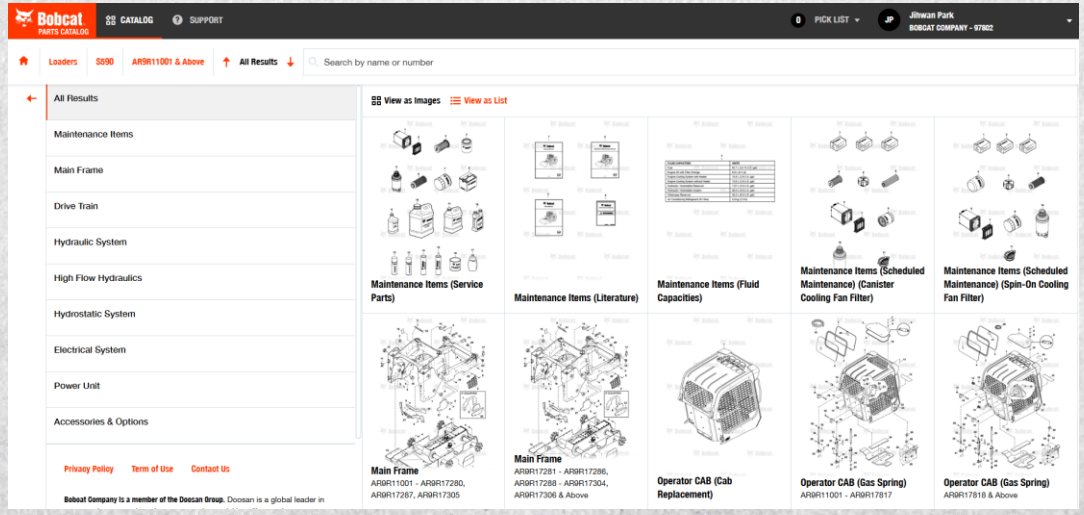


KEY POINTS

Bobcat Parts Catalog – Part Searching

The Parts Catalog provides the ability to search through all Bobcat parts catalogs to locate parts information in a quick and easy manner. The application also contains support documents including Installation Instructions.

The Parts Catalog is available to Bobcat dealers through the Bobcat parts portal and Dealer Portal page, and to public users via Bobcat.com.



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SERVICE & WARRANTY - IRW

IRW System

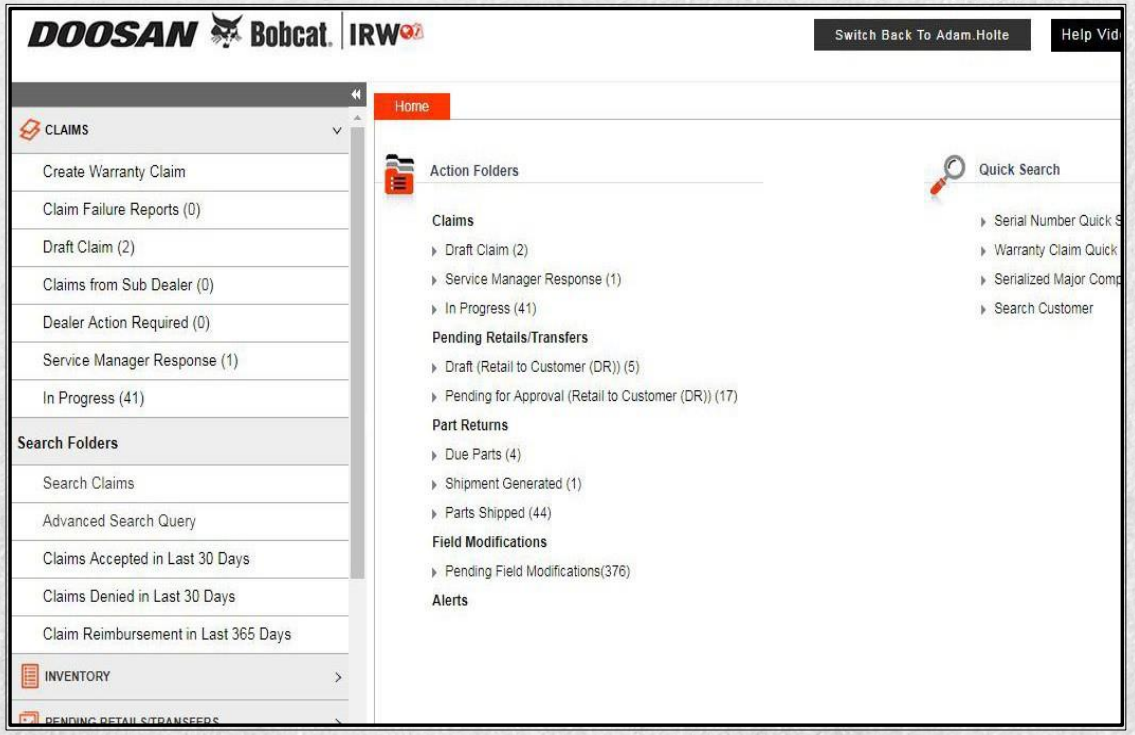
MANUAL

The Inventory, Retails, & Warranty (IRW) system is used to manage all aspects of Inventory, Retails, and Warranty.

The operational resources are available in IRW:

- Creating warranty claims for reimbursement
- Arrival Condition Reports (ACR), Equipment Transfer Reports (ETR), Delivery Reports (DR), Stolen Reports, and Move to Pre-Owned (MTP)
- New, Dealer Rental, Retailed, and Pre-Owned Inventory Listing
- Retailed Machine Transfers
- Serial Number Quick Search & Equipment History
- Outstanding Field Mod List & Field Mod Status Changes
- Machine, Parts, Attachment, and Field Mod Claims
- Your Customer Address Book

Link : IRW System



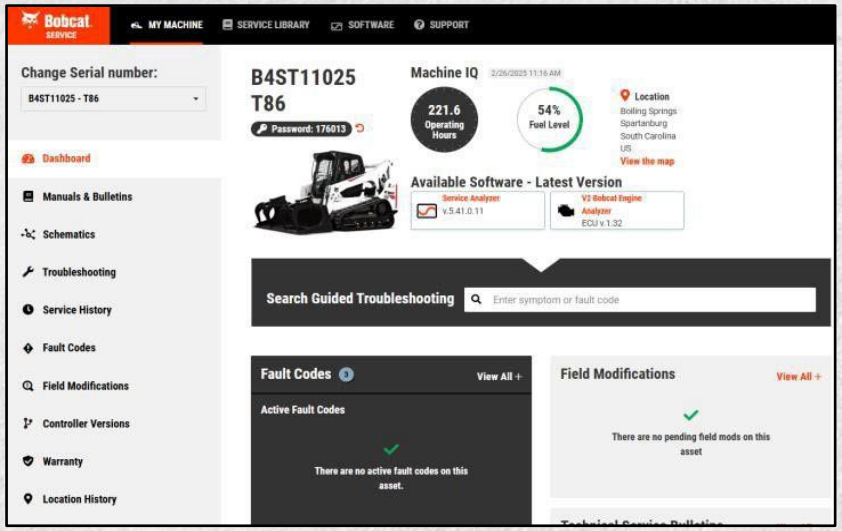
SERVICE & WARRANTY - MY MACHINE

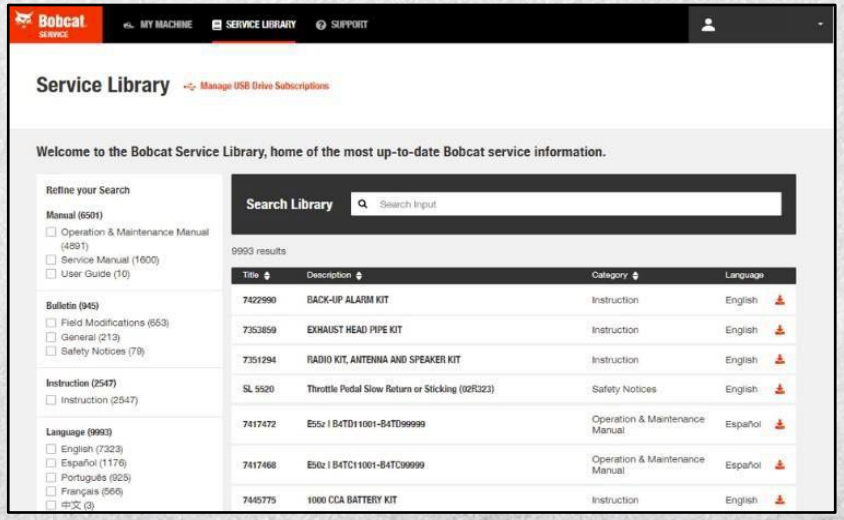
My Machine

MANUAL

My Machine brings together service support contents in one dashboard view and provides guided troubleshooting for the service technician. Entering a machine serial number will display the contents specific to that machine, including Machine IQ information. (if the machine is equipped and assigned to your dealership)

Link : My Machine





KEY POINTS

Service Library

The online Service Library is home to the most up-to-date Bobcat service information. It provides easy access to:

- Manuals (Service Manuals, Operation & Maintenance Manuals, etc.)
- Bulletins (Technical Service Bulletins: Safety Notices, Field Modifications, General)
- Kit Installation Instructions

You can search the library by entering machine serial number, model, manual number, instruction or kit number, or keyword.

SERVICE & WARRANTY - SERVICE CLOUD

Service Cloud – Troubleshooting Cases

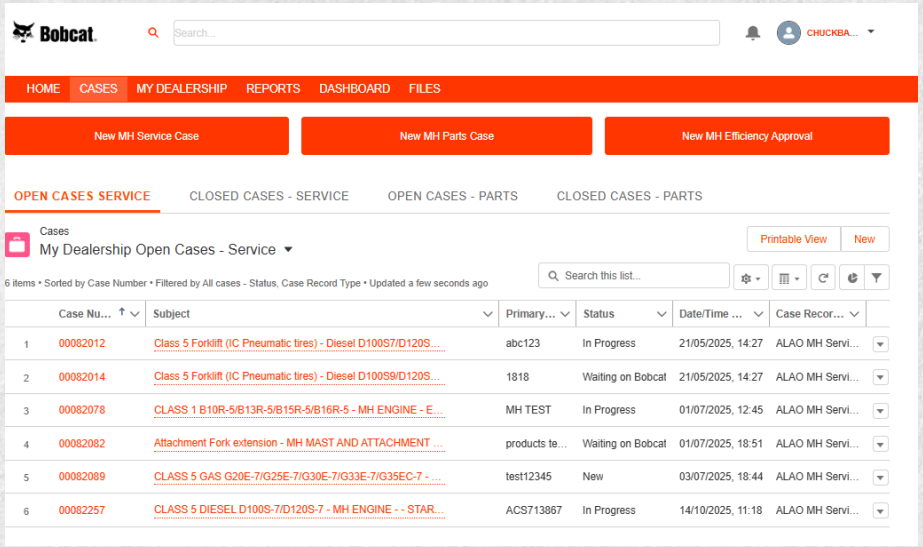
MANUAL

The 'Troubleshooting Cases' on Service Cloud provides online support from Bobcat for service and parts.

Dealer staff can log a case and continue with other important work. A Bobcat representative will respond promptly.

'Service Troubleshooting Case' is the final support step, to be used only after all other methods have been tried. Therefore, a service case should only be submitted through 'Service Cloud' after you have completed a 'Guided Troubleshooting' session through My Machine and reviewed all procedures in system.

Link : SERVICE CLOUD



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MARKETING - BOBCAT DEALER PORTAL

Bobcat Dealer Portal

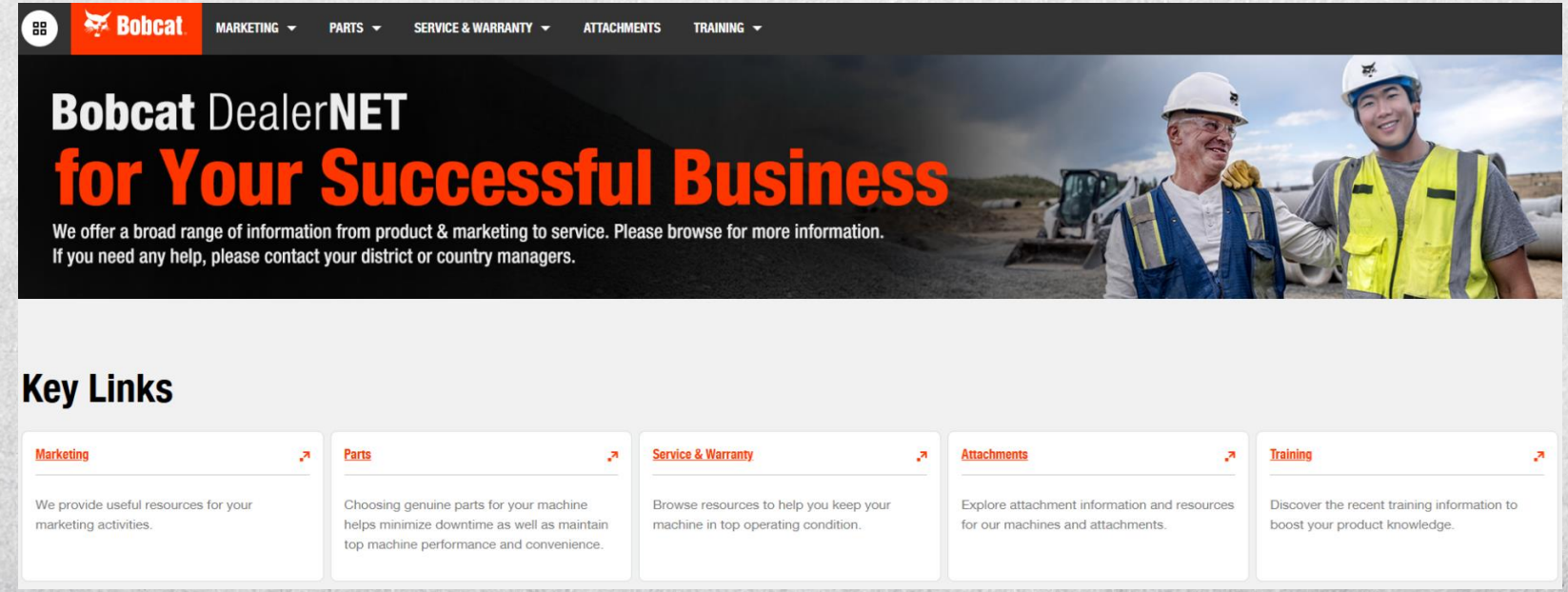
Bobcat Dealer Portal is our internal dealer platform that holds valuable information for dealers.

The site includes marketing, parts, service, and training information and more.

The information available on Dealer Portal is at your fingertips every day and helps dealers succeed.

Link : [Bobcat Dealer Portal]

MANUAL



MARKETING - BOBCAT BRAND GUIDELINE

Bobcat Brand Guideline

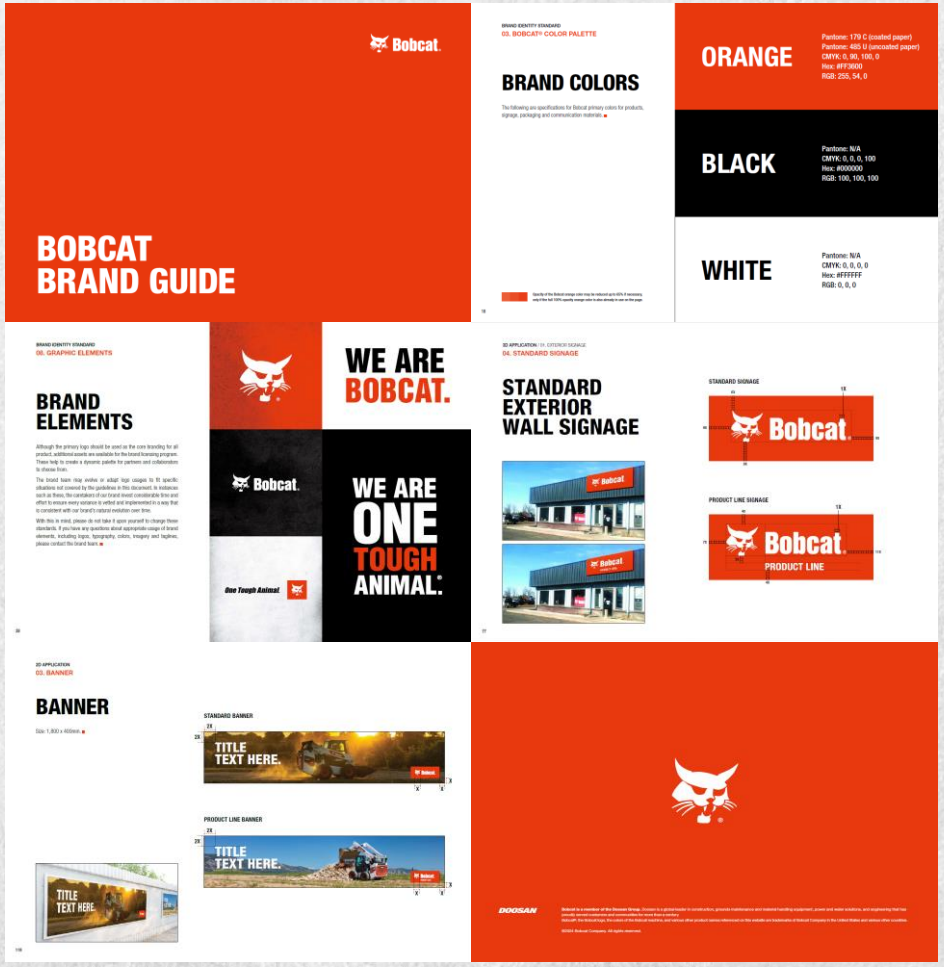
GUIDE

The Bobcat Brand Guideline is a comprehensive set of rules and standards that ensure our brand is represented with a consistent identity across all dealers and markets.

This guide will help dealers communicate, advertise, and represent the brand clearly, professionally, and consistently, reinforcing a strong global identity.

What it contains :

- How to correctly use the logo, colors, and typography
- Tone of voice and messaging principles
- Photography, visual style, and branded layout examples
- Do and Don’t for maintaining brand consistency



MARKETING - DEALER RESOURCE GUIDE

Dealer Resource Guide

GUIDE

A guide containing the tools which dealers need to market, sell, and service our product effectively.

It provides clear guidance on where to find key resources and what information is available, so dealers can easily access marketing-related materials without hassle.

This will help them operate confidently, win more business, and deliver the best customer experience.

1. HOW TO GET STARTED

DEALER PROFILE

First and foremost, an active Bobcat dealer profile gives you access to all the necessary sales and marketing resources. You should have an individual account that identifies your primary and secondary business function at your dealership. This information identifies you to Doosan Bobcat and ensures that you receive the right information and are eligible for the right programs.

Log in to Bobcat dealer platform at https://dealer.bobcat.com/ and enjoy all the tools Doosan Bobcat provides! For user inquiry, please contact your district or country manager.

❶ Log in to your Bobcat dealer profile at https://login.bobcat.com

❷ After you have logged in, you can find the central source for all the tools depending on your business function.

USER MANAGEMENT CONTACT Your District or Country Manager

2. FACILITY & BRANDING

BRAND GUIDELINE

A brand is more than a logo. It represents a promise to your customers and Bobcat's promise is to deliver a consistent customer experience that no other equipment manufacturer can match. We depend on our dealers to help us keep that promise every day.

Go to DealerNET ▸ Marketing ▸ Brand Guidelines

BRAND CONTACT Marketing Manager

3. DEALER COMMUNICATIONS

Bobcat is successful when dealers are successful, we communicate with you through three important channels: print, online and email, always keeping the most current and critical information in front of you.

BOBCAT NEWSLETTER

Dealers receive an email from Bobcat Marketing (BOBCAT_NEWS@doosan.com) that highlights timely, business-critical information. The email includes product information, ordering and administration, marketing, announcements, and more.

Dealers receive the email by being identified with business functions. Or please contact your marketing manager to be included in the mailing list.

DEALER UPDATE CONTACT Your District or Country Manager

BOBCAT DealerNET

Bobcat DealerNET is our internal dealer platform that holds valuable information for dealers. The site includes product, parts, service, marketing and training information and more. The information available on DealerNET is at your fingertips every day and helps dealers be successful selling Bobcat® products.

Go to dealer.bobcat.com ▸ DealerNET

DEALER UPDATE CONTACT Your District or Country Manager

4. MEDIA RESOURCE

MEDIA LIBRARY

It is critical for Bobcat dealers to get access to high resolution images for developing successful marketing materials.

Please enjoy all the high-quality assets curated by product models for your local marketing activities.

Go to dealer.bobcat.com ▸ Media Library

MEDIA LIBRARY CONTACT Marketing Manager

5. PRINT MARKETING TOOLS

PRODUCT LITERATURE

Bobcat product literature provides machine-specific pictures, specifications and selling information. You can use the literature as your own reference to refresh yourself on specific machines, as well as a "leave-behind" for customers.

Go to DealerNET ▸ Marketing ▸ Publication Library (https://dealernet.bobcat.com/marketing/publication)

MEDIA LIBRARY CONTACT Marketing Manager

MARKETING - BOBCAT NEWS

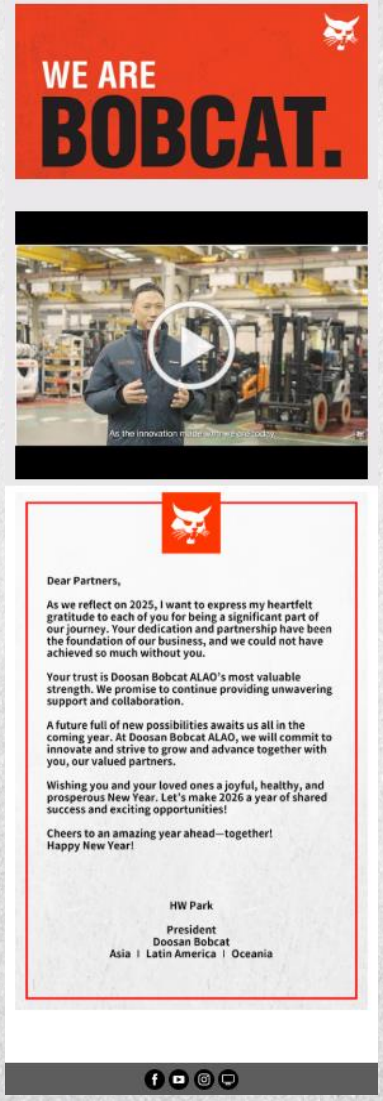
Dealer Newsletter

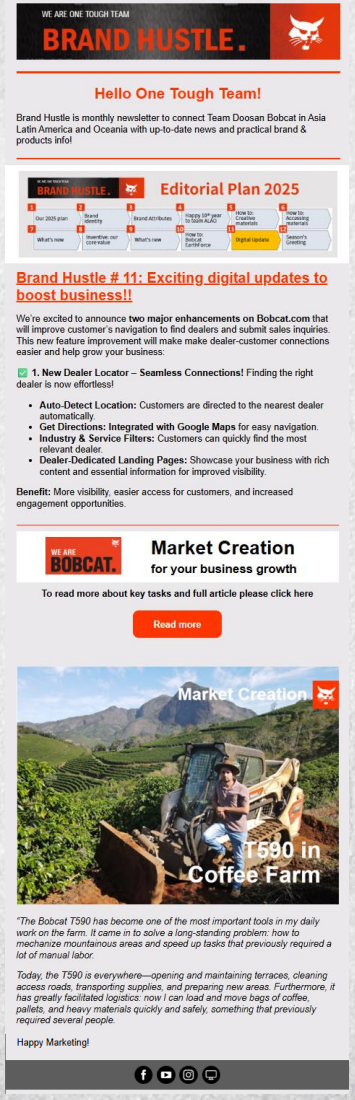
When important things take place at Bobcat, we share with the dealer first and foremost. It is very important to share the most up-to-dated news in advance with our partners to make sure you are well informed and prepared. Please add our newsletter email to your inbox and stay connected with us!

Bobcat Asia LA & Oceania newsletter email :

bobcat_news-Doosan.com@bobcat.ccsend.com

- WE ARE BOBCAT : Leadership News connect with dealers and share the Bobcat philosophy and the Bobcat way of doing business as well as important leadership announcement
- Brand Hustle : A monthly newsletter to connect with Team Bobcat and build the brand together, focusing on hands-on knowledge for your successful brand marketing activities
- Product & Service News : An ad hoc newsletter to share important news regarding product, service, parts, training, and sales





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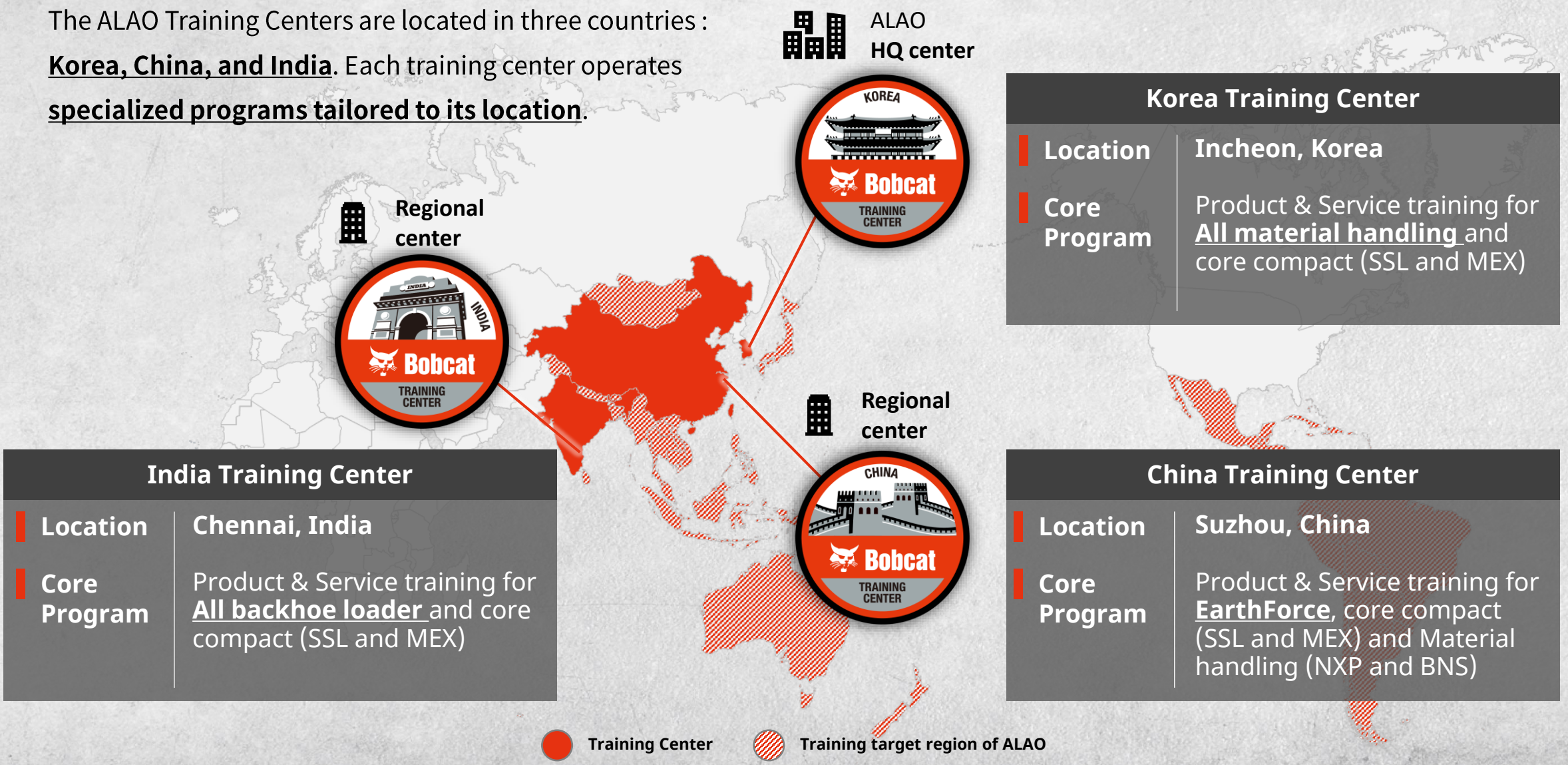
TRAINING - ALAO TRAINING CENTER

The ALAO Training Centers are located in three countries : **Korea, China, and India**. Each training center operates **specialized programs tailored to its location**.



Korea Training Center

Location	**Incheon, Korea**
Core Program	Product & Service training for **All material handling** and core compact (SSL and MEX)

India Training Center

Location	**Chennai, India**
Core Program	Product & Service training for **All backhoe loader** and core compact (SSL and MEX)

China Training Center

Location	**Suzhou, China**
Core Program	Product & Service training for **EarthForce**, core compact (SSL and MEX) and Material handling (NXP and BNS)

TRAINING - ONLINE TRAINING

Do you want to know more about Bobcat Product & Service?

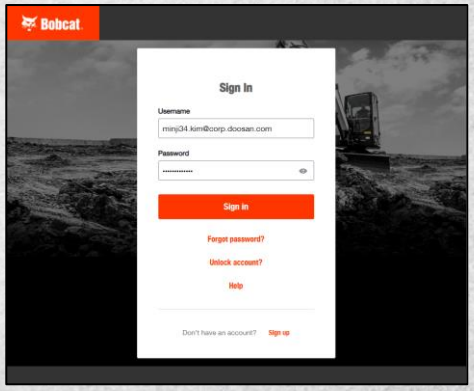
Take Bobcat Online training and be a specialist on your job – **Bobcat University** will help you!

- Knowledge on **Product/Service**
- **Specialized training** by models
- **Registration** for offline training

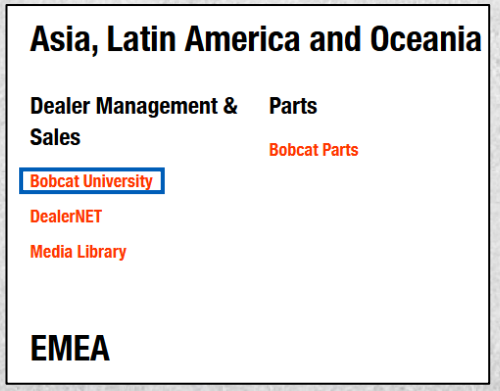
- Easily browsing training contents with **PC & mobile**.
- Taking courses **anytime & anywhere.**

Follow 3 steps to join.

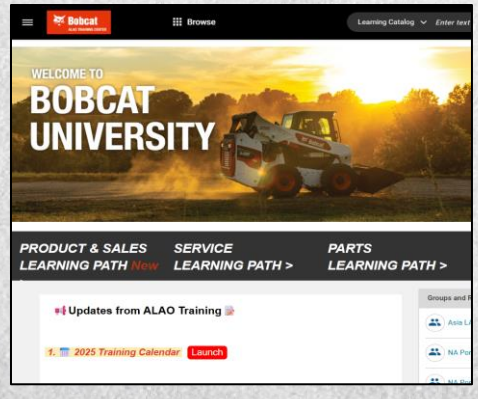
1. Sign into Dealer Platform



2. Click Bobcat University



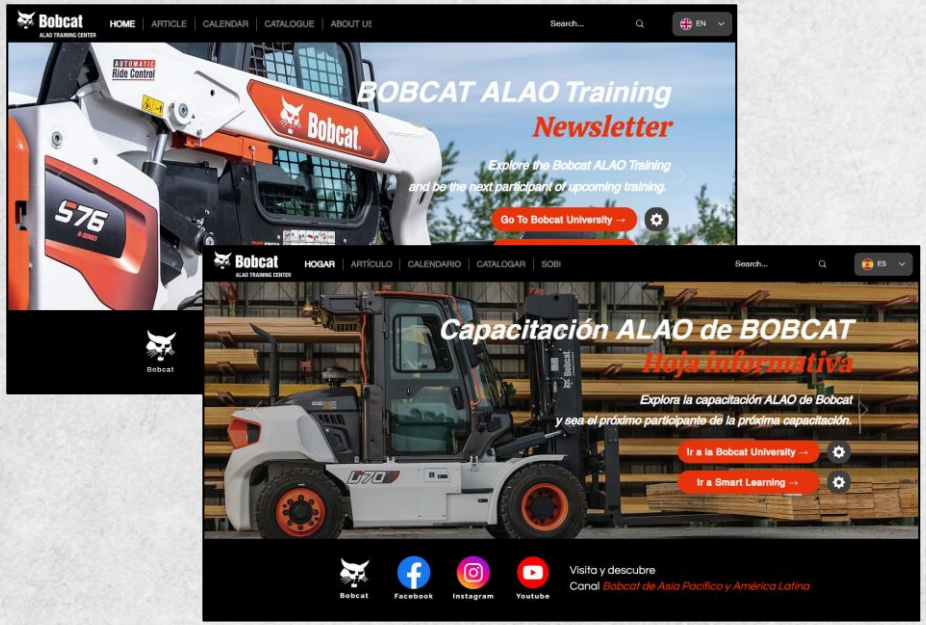
3. Enjoy online training



Discover Bobcat University more

MANUAL

TRAINING - TRAINING NEWS



Bobcat ALAO Training team provides lots of training sessions and regularly updates online training contents on Bobcat University.

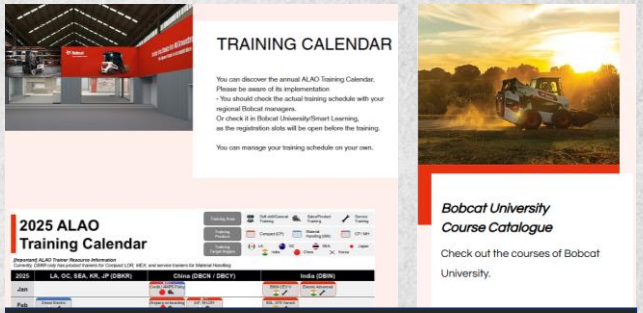
You can review our training programs and find next offline training schedule, get alarmed about newly updated contents.

Stay connect with <**Bobcat ALAO Training Newsletter**> and take latest information monthly.

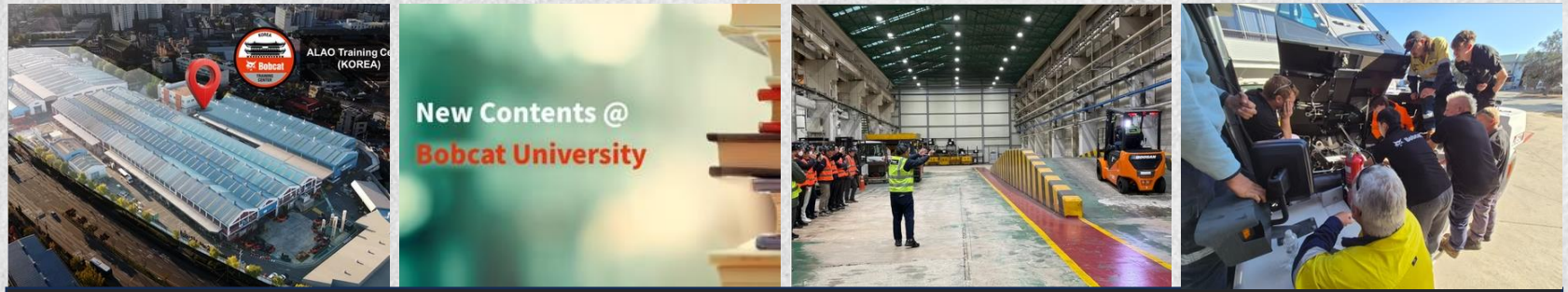
We are waiting for your participation. Come and join us!

Newsletter is available in English and Spanish; you can choose the language.

Link : Newsletter



Training Calendar/Course Catalogue



Articles (Training news, New Contents, Training Review)