



COMPACT (CP)



MATERIAL HANDLING (MH)



Bobcat ALAO Onboarding Guide

Welcome to the Bobcat Family – Your Journey Starts Here



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- 01. Introduction**
- 02. Support Team**
- 03. Dealer Systems**
- 04. Complete/Parts Order**
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- 07. Marketing**
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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”



CHECKLIST

Foundation Building (1~10 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

Engagement (11~30 days)

“Orientation”

- Basic training by relevant teams
- Bobcat brand, product, policy, financing program introduction
- Initial order input

Activate (31~60 days)

“Prepare ready to sell”

- Onboarding progress check (~Engagement)
- Advanced training by relevant teams
- 1st order product arrival check-up & feedback

Management (61~90 days)

“Settle down to market”

- Onboarding progress check (~Activate)
- Receipt of dealer VOC
- Sales & AM/PS monitoring & Dealer support

Completion (90 days~)

“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)	<ul style="list-style-type: none">Creation of dealer order account and platform accountDealer Admin training (user management)	<ul style="list-style-type: none">CP : iStore, Dealer PlatformMH : SAP, Dealer PlatformAdmin training conducted by CS team
Parts	<ul style="list-style-type: none">Dealer order account and necessary accounts creation	<ul style="list-style-type: none">CP : Doobiz & Part CatalogMH : Doobiz+ & GPES
Service	<ul style="list-style-type: none">Dealer service and warranty related accounts creation	<ul style="list-style-type: none">CP : IRW, My Machine, Service CloudMH : Warranty & Service Portal, Service Cloud
Marketing	<ul style="list-style-type: none">Official announcement of new ALAO dealer	<ul style="list-style-type: none">ALAO newsletter
CD	<ul style="list-style-type: none">New dealer welcome letter sendingALAO new dealer onboarding guide handoutBobcat-dealer onboarding meeting	<ul style="list-style-type: none">ALAO President Welcome letterDealer biz essential items (inc. key system manual)Set-up onboarding schedule

ONBOARDING PROCESS



Engagement
(11~30 days)

“ORIENTATION”

Functions	Tasks	Reference
Sales	<ul style="list-style-type: none">• Sales organization introduction<ul style="list-style-type: none">– Roles & Responsibilities, Key Contacts• Main products introduction<ul style="list-style-type: none">– product specs & key features• Sales policy introduction• System access check for dealer sales personnel• Requirements discussion for initial order• Delivery of Essential sales processes & related info. :<ul style="list-style-type: none">– Bobcat customer database for new dealer territory– Sales program– Market data (AEM, WITS or other agencies)• Sales-related systems introduction and training :<ul style="list-style-type: none">– iStore, Dealer Platform– MH Order Sheet	<ul style="list-style-type: none">• Distribute brochures, catalogues, and price pages<ul style="list-style-type: none">– CP : Family brochure distribution, Q&A session– MH : Explanation based on price page• Payment terms, lead time, pricing, commercial terms• Receive dealer requirements for first product order• Discuss possible product line-up and positioning for Bobcat equipment based on market data• CP : Provide iStore user manual• MH : Provide order sheet instruction manual

ONBOARDING PROCESS



Engagement
(11~30 days)

“ORIENTATION”

Functions	Tasks	Reference
Parts	<ul style="list-style-type: none">• Parts organization introduction<ul style="list-style-type: none">– Roles & Responsibilities, Key Contacts• Bobcat parts policy introduction• Order discussion for initial parts• System access check for dealer parts personnel• Parts-related systems introduction and training :<ul style="list-style-type: none">– Parts Order– Parts Searching• RSG* sharing according to complete product order plan	<ul style="list-style-type: none">• Including payment and shipping method discussion <ul style="list-style-type: none">• CP : Order (Doobiz) & Searching (Part Catalog)• MH : Order (Doobiz+) & Searching (GPES)

* RSG (RSP): Recommended Stock Guideline

ONBOARDING PROCESS



Engagement
(11~30 days)

“ORIENTATION”

Functions	Tasks	Reference
Service	<ul style="list-style-type: none">• Service organization introduction<ul style="list-style-type: none">– Roles & Responsibilities, Key Contacts• Bobcat service policy introduction<ul style="list-style-type: none">– Warranty & service policy (Including ACR, DR)• System access check for dealer service personnel• Service-related systems introduction and training :<ul style="list-style-type: none">– Warranty system– Service information portal	<ul style="list-style-type: none">• Including explanation of current product issues
Marketing	<ul style="list-style-type: none">• Marketing organization introduction<ul style="list-style-type: none">– Roles & Responsibilities, Key Contacts• Dealer locator update (Bobcat.com)• Initial dealer marketing plan discussion & support• Marketing system & guide introduction and training :<ul style="list-style-type: none">– Bobcat Dealer Portal– Bobcat Brand & Resource Guide	<ul style="list-style-type: none">• CP : Warranty (IRW) & Service (My Machine)• MH : Warranty (Doobiz Portal & Mobile), Service Portal

ONBOARDING PROCESS



Engagement
(11~30 days)

“ORIENTATION”

Functions	Tasks	Reference
Training	<ul style="list-style-type: none">• Training organization introduction<ul style="list-style-type: none">– Roles & Responsibilities, Key Contacts• Training curriculum guide• Online training user set-up status check• Introduction and training of training-related systems:<ul style="list-style-type: none">– Online training platform	
DBCS	<ul style="list-style-type: none">• DBCS* organization introduction<ul style="list-style-type: none">– Roles & Responsibilities, Key Contacts• Financing introduction <p>* DBCS : Doosan Bobcat Capital Solution</p>	

ONBOARDING PROCESS



Activate
(31~60 days)

“PREPARE READY TO SELL”

Functions	Tasks	Reference
Sales	<ul style="list-style-type: none">Feedback session on initial product arrival and sales preparation status checkHandling of sales information discussion :<ul style="list-style-type: none">IRW for Inventory check & Delivery report(CP)Discuss inventory management list (MH)Discussion on market research and demo	<ul style="list-style-type: none">Including payment discussion
Parts	<ul style="list-style-type: none">Bobcat AMDP products introduction and regional parts sales opportunities discussionProceed with the initial order	
Service	<ul style="list-style-type: none">Advanced training on service systems :<ul style="list-style-type: none">IRW (warranty management including recovery)Service CloudBobcat soft program introduction	<ul style="list-style-type: none">Service Cloud : Tool for dealer inquiries and supportExtended warranty, Bobcare

ONBOARDING PROCESS



Activate
(31~60 days)

“PREPARE READY TO SELL”

Functions	Tasks	Reference
Marketing	<ul style="list-style-type: none">• Bobcat digital marketing guidance and support discussion• Dealer branding status check (site & online)	<ul style="list-style-type: none">• Website management, digital campaigns, digital/product/brand (incl. communication)• Signboard & office interior
Training	<ul style="list-style-type: none">• Bobcat core product training conduct by VILT* * VILT: Virtual Instructor-Led Training• Service training plan development	<ul style="list-style-type: none">• CP : LDRs & MEX Basic• MH : Forklift Basic

ONBOARDING PROCESS



Management
(61~90 days)

“SETTLE DOWN TO MARKET”

Functions	Tasks	Reference
CD	<ul style="list-style-type: none">Dealer onboarding status check and receive VOC	
Sales/Parts /Service	<ul style="list-style-type: none">Regular monitoring of sales/parts/service business	
Marketing	<ul style="list-style-type: none">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			
		PICTURE	PICTURE	PICTURE	PICTURE
SALES		Team Leader Name	Country Manager Name	Title Name	Title Name
AM	PICTURE	PICTURE	PICTURE	PICTURE	PICTURE
	Team Leader Name	Parts Manager Name	Title Name	Title Name	
PS	PICTURE	PICTURE	PICTURE	PICTURE	PICTURE
	Team Leader Name	Service Manager Name	Title Name	Title Name	

CS Included



BOBCAT SUPPORT – YOUR DEDICATED TEAM



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

CS Included



BOBCAT SUPPORT – YOUR DEDICATED TEAM



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

CS Included



BOBCAT SUPPORT – YOUR DEDICATED TEAM



				CS Included
				Key Person
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



	PICTURE	PICTURE	PICTURE	PICTURE
SALES	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

CS Included



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Dealer Platform



Sales



iStore



Doobiz



Part Catalog

Parts



IRW



My Machine



Service Cloud

Service

Marketing



Bobcat Dealer Portal



Bobcat University

Dealer Communication



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



For more information, please visit [here](#)

[View More](#)

Training news
(alao.training@doosan.com)



BOBCAT Dealer Platform

Link : [Dealer Platform](#)

The Bobcat Dealer Platform is a platform 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

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.

MANUAL

Administrator Roles & Responsibilities

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

Asia, Latin America and Oceania

Dealer Management & Sales

[Bobcat University](#)

[Dealer Portal](#)

[Inventory, Retails, & Warranty Management \(IRW\)](#)

[Media Library](#)

[Doobiz](#)

[iStore](#)

Parts

[Bobcat Parts](#)

Service

[My Machine](#)
[Salesforce](#)

Manage Users

Administrator tasks are completed under Manage Users on [dealer.bobcat.com](#)



SYSTEM SUPPORT - HELP DESK



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

Region	Notes	Application	Language	Role of Help Desk
SEA/OC	<p>Chat: <u>Support for 10 languages with translation</u> Hours: 07:00-20:00 (KST) Chat URL SEA/OC/Korea External Chat</p> <p>Phone: <u>English only</u> 920-541-4058 Hours: 07:00-20:00 (KST)</p>	Enigma (Dealer Platform)	English only	<ul style="list-style-type: none"> User password errors and inability to connect to specific sites New user registration and granting permissions Sharing user guides and notices
	iStore	<ul style="list-style-type: none"> Immediate response to new user registration and permission-related requests <ul style="list-style-type: none"> - Password reset, user lock release, etc. 		
	IRW / My machine	<ul style="list-style-type: none"> 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)	<ul style="list-style-type: none"> User permission and license management Responding to requests related to data analysis, such as data extraction, data differences, or missing data 		
	Bobcat University	<ul style="list-style-type: none"> Responding to inquiries related to web page usage <ul style="list-style-type: none"> - Input errors, menu guidance, etc. 		
	Bobcat.com	<ul style="list-style-type: none"> Responding to inquiries related to web page usage <ul style="list-style-type: none"> - Input errors, menu guidance, etc. 		
LA	<p>Chat: <u>Support for 10 languages with translation</u> Hours: 07:00-17:00 (CT) Chat URL LA External Chat</p> <p>Phone: <u>English only</u> 920-541-4057 Hours: 07:00-17:00 (CT)</p>			



Dealer Platform



Sales

Until the new system is launched, all sales activity (order) should be discussed with Country Manager

Parts



Doobiz Plus



GPES

Service



Doobiz Portal & Mobile



Service Portal



Service Cloud

Marketing

Dealer Communication



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



For more information, please visit here

[View More](#)

Training news
(alao.training@doosan.com)

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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 – Part 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](#)



The screenshot shows the Bobcat iStore website. The top navigation bar includes links for Home, Cart, Orders, Profile, and Logout. Below the navigation, there are language links for Deutsch, Español, English, Français, and Italiano. The main content area is titled "Loaders" and "Skid Steer Loader". It lists several models: S100E, S450B iT4, S570B iT4, and S650B iT4. A "Compact Track Loader" section is also visible, showing the T590B iT4 model. The page has a clean, modern design with a red header and a white body.

The screenshot shows the Doosan Doobiz website. The top navigation bar includes links for Home, Order, SDR, Status, and Parts Search. The main content area is titled "Parts Contents" and lists various links such as Home, Order, SDR, Status, and Parts Search. Below this is a "Notice" section with a list of policy documents. To the right are sections for "Q&A" and "Price Book", each with a list of recent updates. The page has a blue header and a white body.

ORDER – MACHINE & PARTS



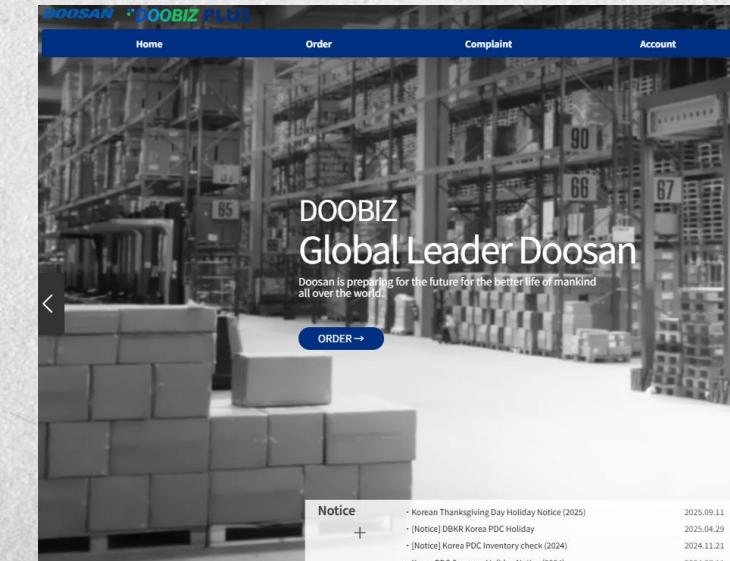
Machine Order Process

MANUAL

Dealers can place orders for machines through a standardized workflow :

1. (Dealer) Model and Options Selection from Price list
2. (Dealer) Completion of Order Sheet & Submit to Bobcat
3. (Bobcat) Order creation & option double check
4. (Dealer) Review & Final confirm

D25NXS Series			
Models : D20NXS, D25NXS, D30NXS, D33NXS, D35NXS			
STANDARD COMPLETE TRUCK PRICING			
Complied with Euro Stage V			
STANDARD TRIM FDA52 (NXS)	D20NXS (2000 Kgs CAPACITY at 500mm LOAD CENTER) FDA53 FDA54 FDA55 FDA56		
	D25NXS (2500 Kgs CAPACITY at 500mm LOAD CENTER) D30NXS (3000 Kgs CAPACITY at 500mm LOAD CENTER) D33NXS (3300 Kgs CAPACITY at 500mm LOAD CENTER) D35NXS (3500 Kgs CAPACITY at 500mm LOAD CENTER)		
For Functional Safety			
STANDARD TRIM FDA52 (NXS)	D20NXS FS (2000 Kgs CAPACITY at 500mm LOAD CENTER) FDA53 FDA54 FDA55 FDA56		
	D25NXS FS (2500 Kgs CAPACITY at 500mm LOAD CENTER) D30NXS FS (3000 Kgs CAPACITY at 500mm LOAD CENTER) D33NXS FS (3300 Kgs CAPACITY at 500mm LOAD CENTER) D35NXS FS (3500 Kgs CAPACITY at 500mm LOAD CENTER)		
Includes the following standard equipment.			
SO No. :	Issuing Date :		
Sold to party :	PO No. :		
Ship to party :	PO Date :		
Model :	Incoterms :		
Base Model :	Payment :		
List Price :	0		
Price Rate :			
Dealer Net Price :	USD 0		
Price Change			
* Adjustment :	USD 0		
* Discount :	USD 0		
* Commission :	USD 0		
Invoice Amount :	USD 0		
SEQ	Option Code	Option	Description
1	LOCATION		
2	CHASSIS		
3	BATTERY CONNECTOR		
4	TIRES		
5	GROUND STRAP		
6	HYDRAULIC CONTROL VALVES		



Doobiz Plus – Part Order

MANUAL

Dealers can order genuine parts through the Bobcat Doobiz Plus.

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

In addition, dealers can view the shipping document, delivery status and backlog status of their orders and can also submit a claim.

Link : [Doobiz Plus](#)

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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.



Create New Parts Order
Create an order for Genuine Bobcat Parts. Choose one of the options below to get started.

- Create a New Order
- Parts Recommended Stocking Guides
- Parts Catalog
- Upload an Excel parts list
- View saved shopping carts
- Check Price & Availability
- Bobcat Merchandise
- Parts Product Manual (Big Red Book)

Search Account History
Search account history for details on orders shipments and invoices. Print documents and export search results as a spreadsheet.

- Search Invoices
- Product Diagnostics
- Default Shipments
- Search Orders
- Search Shipments

Shipment Discrepancy Reports
Search and create Shipment Discrepancy Reports and Surplus Returns. Print parts return tags and packing lists.

- My Open Parts Claims
- Search Claim History
- Create a New Parts Claim

Reporting
Access and download a number of Bobcat provided parts reports.

- Access Parts Reporting
- Default Shipments

Support & Training
Parts questions? The Bobcat Parts Dealer Support Team is available to answer your questions M-F, 7:30am-5:00pm CST.

- Cases
- Parts News
- Bobcat University Training
- Parts Policies
- Dealer's Assigned Distribution Center

All Results

Maintenance Items

- Main Frame
- Drive Train
- Hydraulic System
- High Flow Hydraulics
- Hydrostatic System
- Electrical System
- Power Unit
- Accessories & Options

View as Images **View as List**

Main Frame	Maintenance Items (Service Parts)	Maintenance Items (Literature)	Maintenance Items (Fluid Capacities)	Maintenance Items (Scheduled Maintenance) (Cylinder Cooling Fan Filter)	Maintenance Items (Scheduled Maintenance) (Spin-On Cooling Fan Filter)

Privacy Policy **Term of Use** **Contact Us**

Bobcat Company is a member of the Doosan Group. Doosan is a global leader in

PARTS – GLOBAL PART ENGINEERING SYSTEM

Global Part Engineering System (GPES)

MANUAL

GPES is an online platform that enables users to quickly and easily search for genuine Bobcat forklift parts and related information.

GPES provides comprehensive details, including part numbers, descriptions, specifications, and availability.

In addition, the GPES offers access to essential support documents, such as picture of parts, ensuring correct part selection and application.

Link : [GPES](#)



English

DOOSAN

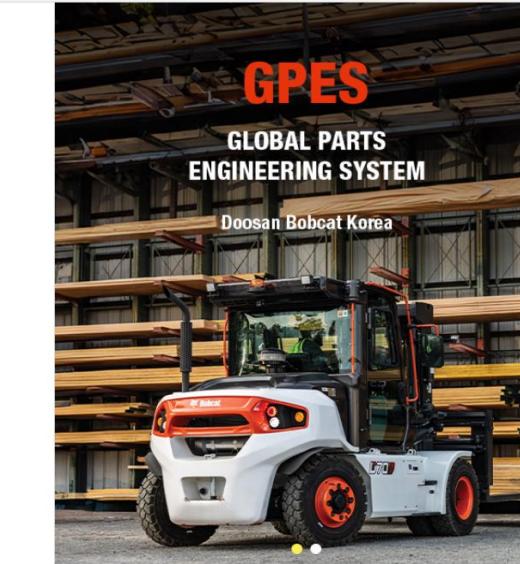
**WE EMPOWER PEOPLE
WITH OUR MACHINE**

Doosan Bobcat Korea Co., Ltd.

One Tough Animal.



DOOSAN GPES



Welcome! Young.Yoo [LOGOUT](#) English
[Change Password](#) | [Contact Point](#) | [Download & Manual](#)

Quick Search				
Model	Serial No	Part No		
By Model				<input type="button" value="Search"/>
History				
Parts Book	Parts Book Description	Model	Figure	OPTN
SB1097	D3555/D4055/D4555,D405 C5/D455C5/D505C5/D555 C5,D505C5/D55C5 (DB58, TIER2)	EMON2	Driving Module	A433342
SB5253	D5059/D6059/D7059 (81KW)	FDB19	Chassis	620204- 12863
SB5253	D5059/D6059/D7059 (81KW)	FDB19	Chassis	620204- 12859
SB5233	D5059/D6059/D7059 (81KW)	FDB19	Chassis	620204- 14696
DSB1266	B2057/B2557/B3057/B325 7/B3557/B205E7/B25E7	FBA30	Operatin g Module	410131- 00082
SB1345	GC1559/GC1859/GC205C9	FGA1H	Operatin g Module	110946- 00591
SB1282	New- GC2059/GC2559/GC3059/ GC359	FGA1D	Operatin g Module	110946- 00445
SB5232	D50EV9,D60EV9,D70EV9	FDB19	Mast	A136586
SR5232	DSN1EV9,DN1EV9,D71EV9	FDR1Q	Mast	DN0111R7

OLD GPES	Mobile
	Visit OLD GPES Here.



Mobile GPES
QUICK Link
Information

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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](#)

The screenshot shows the DOOSAN Bobcat IRW software interface. The top navigation bar includes the DOOSAN Bobcat IRW logo, a 'Switch Back To Adam.Holte' button, and a 'Help Vid' button. The main menu on the left is titled 'CLAIMS' and lists options like 'Create Warranty Claim', 'Claim Failure Reports (0)', 'Draft Claim (2)', 'Claims from Sub Dealer (0)', 'Dealer Action Required (0)', 'Service Manager Response (1)', and 'In Progress (41)'. Below this is a 'Search Folders' section with 'Search Claims' and 'Advanced Search Query'. The right side of the screen is the 'Home' dashboard, which includes a 'Action Folders' section with 'Claims' (Draft Claim (2), Service Manager Response (1), In Progress (41)), 'Pending Retails/Transfers' (Draft (Retail to Customer (DR)) (5), Pending for Approval (Retail to Customer (DR)) (17)), 'Part Returns' (Due Parts (4), Shipment Generated (1), Parts Shipped (44)), 'Field Modifications' (Pending Field Modifications (376)), and an 'Alerts' section. A 'Quick Search' bar is located on the right side of the dashboard.

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](#)

The screenshot shows the Bobcat Service Cloud interface. At the top, there is a navigation bar with links for HOME, CASES, MY DEALERSHIP, REPORTS, DASHBOARD, and FILES. Below the navigation bar are three buttons: 'New MH Service Case', 'New MH Parts Case', and 'New MH Efficiency Approval'. The main content area is titled 'OPEN CASES SERVICE' and shows a list of cases. The list includes columns for Case Nu., Subject, Primary..., Status, Date/Time..., and Case Recor... . There are 6 items listed, each with a unique case number and a brief description. The cases are sorted by Case Number and filtered by Status, Case Record Type, and updated a few seconds ago. A search bar and various filter options are also present.

Case Nu...	Subject	Primary...	Status	Date/Time ...	Case Recor...
1 00082012	Class 5 Forklift (IC Pneumatic tires) - Diesel D100S7/D120S...	abc123	In Progress	21/05/2025, 14:27	ALAO MH Servi...
2 00082014	Class 5 Forklift (IC Pneumatic tires) - Diesel D100S9/D120S...	1818	Waiting on Bobcat	21/05/2025, 14:27	ALAO MH Servi...
3 00082078	CLASS 1 B10R-5/B13R-5/B15R-5/B16R-5 - MH ENGINE - E...	MH TEST	In Progress	01/07/2025, 12:45	ALAO MH Servi...
4 00082082	Attachment Fork extension - MH MAST AND ATTACHMENT ...	products te...	Waiting on Bobcat	01/07/2025, 18:51	ALAO MH Servi...
5 00082089	CLASS 5 GAS G20E-7/G25E-7/G30E-7/G33E-7/G35EC-7 - ...	test12345	New	03/07/2025, 18:44	ALAO MH Servi...
6 00082257	CLASS 5 DIESEL D100S-7/D120S-7 - MH ENGINE -- STAR...	ACS713867	In Progress	14/10/2025, 11:18	ALAO MH Servi...

SERVICE & WARRANTY – DOOBIZ PORTAL



Doobiz Portal (Warranty)

MANUAL

The Doobiz Portal is the official online platform used by the Material Handling(MH) to manage all warranty-related processes.

Key Features

- Warranty Claim Submission and Tracking
- Documentation & Guidelines

The Doobiz Portal streamlines all warranty operations, ensuring transparency, efficiency, and reliable support for Bobcat dealers.

Link : [Doobiz Portal](#)



KEY POINTS

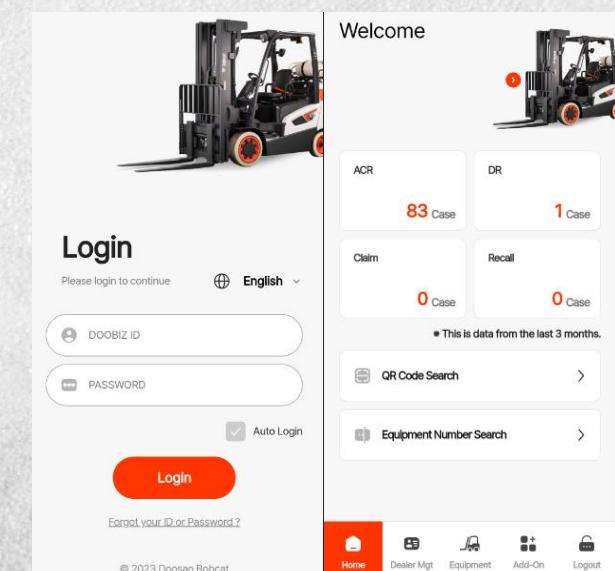
Doobiz Mobile Link : [Doobiz Mobile](#)

MANUAL

Doobiz Mobile is a mobile version of the Doobiz Portal to make on-site inspection and claim entry more convenient.

The mobile application includes only the essential functions from the Doobiz Portal that require on-site input by warehouse workers or technicians.

As a result, some features available on the web version are excluded from the mobile version, but **Arrival Inspection(ACR)** and **Delivery Inspection(DR)** can be submitted by Doobiz Mobile only



SERVICE & WARRANTY – SERVICE PORTAL



MH Service Portal

MANUAL

The MH Service Portal is an integrated online platform designed to support Bobcat material handling dealers with all aspects of service operations.

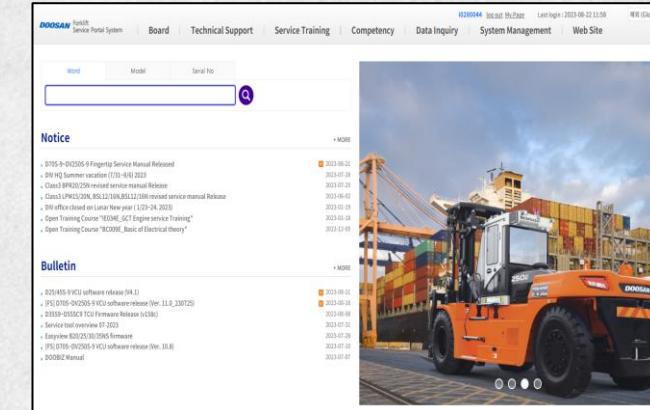
Through the portal, dealers can access technical resources, submit and track service cases, and communicate efficiently with the Bobcat support team.

Key Features

- **Technical Information** : Access to service manuals, technical bulletins, and troubleshooting guides for Bobcat forklifts
- **Parts and Warranty Support** : Direct links to parts catalogs and warranty claim submission
- **Communication Tools** : Receive updates, notifications, and communicate directly with Bobcat service representatives

The MH Service Portal streamlines service workflows, increases response speed, and ensures reliable technical support for all Bobcat dealers.

Link : [MH Service Portal](#)



Bulletin						
No	Model	Type	Ref.No.	Title	Region	Register
1744	SRB225-B-A-22112	Service		Easyview Firmware list (23.07.26)	ALAO, NA, EMEA	Woohyuk Choi
1889	SRB215-D-AB-23H10	Service		D25/455-9 VCU software release (V4.1) (0)	ALAO, NA, EMEA	JINWOO KIM
1886	SRB215-D-BC-23H09	Service		[FS] D705-OV2505-9 VCU software release (Ver. 11.0_230725) (0)	ALAO, NA, EMEA	JINWOO KIM
1883	SRB215-D-B-23H08	Service		D3559-055SC9 TCU Firmware Release (v15c) (0)	ALAO, NA, EMEA	JINWOO KIM
1873		Service		Service tool overview 07-2023 (0)	EMEA	Anne Beekman

SERVICE & WARRANTY - SERVICE CLOUD



Troubleshooting Cases

MANUAL

Bobcat ALAO MH has launched Salesforce Service Cloud as its new troubleshooting system to provide dealers with faster and more accurate technical support.

Key Features

- Proactive search for similar cases
- Guided, step-by-step troubleshooting
- Faster, more efficient support with detailed case input
- Integrated diagnostics and structured feedback
- Automated case workflow from creation to closure

Benefits

- Faster response and resolution
- Improved on-site troubleshooting
- Better knowledge sharing across dealers

Bobcat remains committed to delivering faster and smarter support for all dealers.

Link : [SERVICE CLOUD](#)



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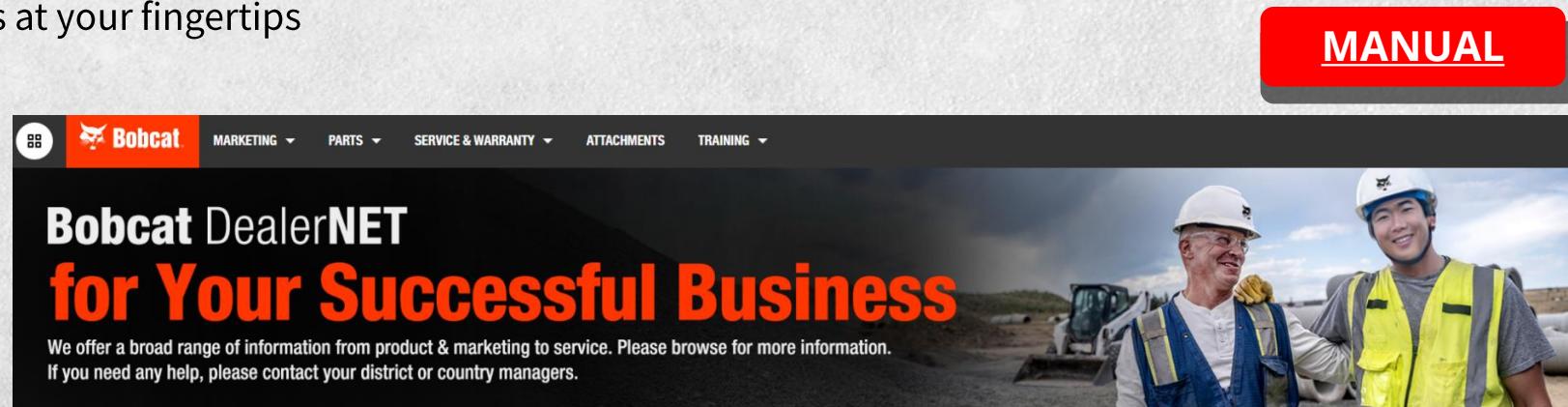
Bobcat Dealer Portal

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](#)



Key Links

[Marketing](#)

We provide useful resources for your marketing activities.

[Parts](#)

Choosing genuine parts for your machine helps minimize downtime as well as maintain top machine performance and convenience.

[Service & Warranty](#)

Browse resources to help you keep your machine in top operating condition.

[Attachments](#)

Explore attachment information and resources for our machines and attachments.

[Training](#)

Discover the recent training information to boost your product knowledge.

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



BRAND IDENTITY STANDARD
01. BOBCAT COLOR PALETTE

BRAND COLORS

ORANGE

Pantone: 179 C (coated paper)
Pantone: 179 C (uncoated paper)
CMYK: 0, 90, 100, 0
Hex: #F93000
RGB: 255, 54, 0

BLACK

Pantone: N/A
CMYK: 0, 0, 0, 100
Hex: #000000
RGB: 0, 0, 0

WHITE

Pantone: N/A
CMYK: 0, 0, 0, 0
Hex: #FFFFFF
RGB: 255, 255, 255

BRAND IDENTITY STANDARD
02. GRAPHIC ELEMENTS

BRAND ELEMENTS

Although the primary logo should be used in the most branding for all products and services, there are other logo usage for specific situations. These help to create a dynamic palette for partners and customers to use.

The brand team may make an older logo usage to fit specific situations not covered by the guidelines in this document. In those cases, the brand team will provide specific instructions on how to use the logo to ensure every variation is used and represented in a way that maintains the integrity of the brand.

With this in mind, please do not take it upon yourself to change these standards. If you have any questions about appropriate usage of brand assets, please contact the brand team.

WE ARE BOBCAT.

WE ARE ONE TOUGH ANIMAL.

BANNER

STANDARD BANNER

STANDARD EXTERIOR WALL SIGNAGE

STANDARD EXTERIOR WALL SIGNAGE

PRODUCT LINE SIGNAGE

PRODUCT LINE SIGNAGE

DOOSAN

DOOSAN

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.



USER MANAGEMENT CONTACT Your District or Country 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 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 **DEALER UPDATE 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

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 \(<https://dealer.bobcat.com/marketing/publication>\)](#)

PUBLICATION LIBRARY CONTACT Marketing Manager

MARKETING - BOBCAT NEWS

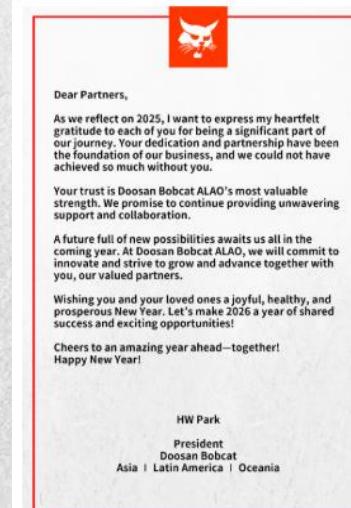
Dealer Newsletter

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



Hello One Tough Team!

Brand Hustle is monthly newsletter to connect Team Doosan Bobcat in Asia Latin America and Oceania with up-to-date news and practical brand & products info!



Brand Hustle # 11: Exciting digital updates to boost business!!

We're excited to announce two major enhancements on Bobcat.com that will improve customer's navigation to find dealers and submit sales inquiries. This new feature improvement will make dealer-customer connections easier and help grow your business.

- 1. **New Dealer Locator – Seamless Connections!** Finding the right dealer is now effortless!
- **Auto-Detect Location:** Customers are directed to the nearest dealer automatically.
- **Get Directions:** Integrated with Google Maps for easy navigation.
- **Industry & Service Filters:** Customers can quickly find the most relevant information.
- **Dealer-Dedicated Landing Pages:** Showcase your business with rich content and essential information for improved visibility.

Benefit: More visibility, easier access for customers, and increased engagement opportunities.



Market Creation
for your business growth

To read more about key tasks and full article please click here

Read more



"The Bobcat T590 has become one of the most important tools in my daily work on the farm. It came in to solve a long-standing problem: how to mechanize mountainous areas and speed up tasks that previously required a lot of manual labor."

Today, the T590 is everywhere—opening and maintaining terraces, cleaning paths, moving harvesting supplies, and preparing new areas. Furthermore, it has greatly facilitated logistics: now I can load and move bags of coffee, pallets, and heavy materials quickly and safely, something that previously required several people.

Happy Marketing!



BOBCAT ASIA LA & OCEANIA NEWSLETTER
PRODUCT UPDATES

[Visit DealerNET](#)

Summary

We've listened to our Voice of the Customer! As a result, we are introducing these product changes to improve our Skid-Steer Loader and Compact Track Loader portfolios.

Feature & Benefit

NEW RADIO WITH BLUETOOTH ('24 4Q & '25 1Q)



The new radio module includes built-in Bluetooth technology while supporting all radio broadcasting frequencies. This lets you connect this head unit to Bluetooth devices to stream audio playback. This will apply to all M-Series and R-Series LDRs.

S500/600 Series DRIVE BELT TENSIONER IMPROVEMENT ('24 4Q)



Bobcat improve the part's design to reduce the downtime and warranty of 500/600 models caused by the drive belt tensioner. This update increases Bobcat loader reliability and reduces downtime due to drive belt tensioners. This improved design will apply to both Kubota and Bobcat engine models.

M-R SERIES LDR 3-POINT SEAT BELT IMPROVEMENT ('24 3Q)



To reduce factory complexity, we will stop offering low-take rate options. The S770/T770 heater option will be discontinued in 3Q 2024, but aftermarket parts remain available.

Warm regards,
Bobcat ALAO Team



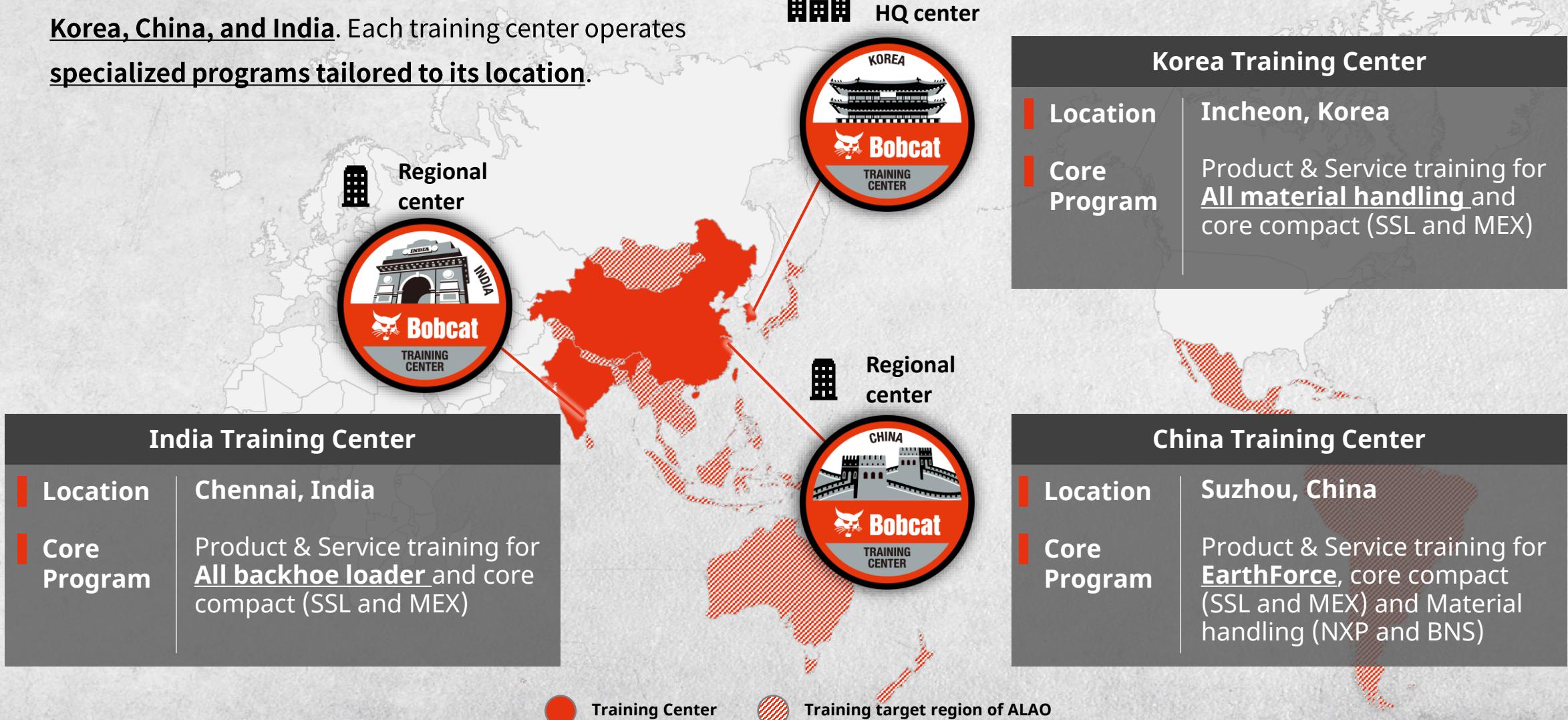
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TRAINING - ALAO TRAINING CENTER



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



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!



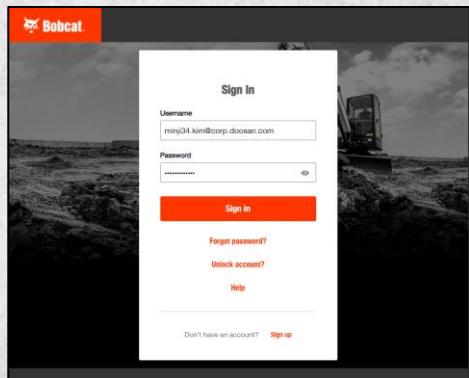
- Knowledge on **Product/Service**
- **Specialized training** by models
- **Registration** for offline training



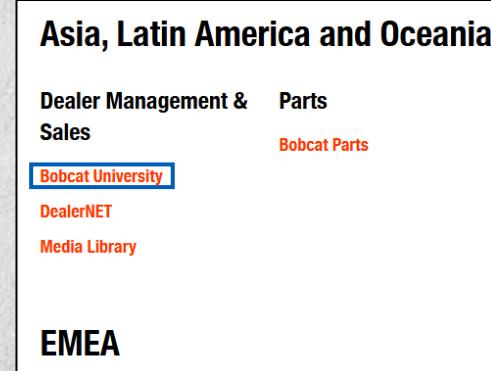
- Easily browsing training contents with **PC & mobile**.
- Taking courses **anytime & anywhere**.

Follow 3 steps to join.

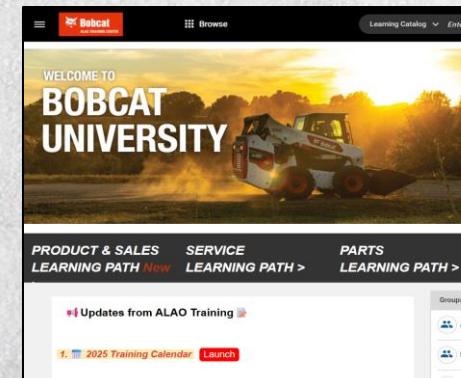
1. Sign into Dealer Platform



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)