

Subaru Retail Infrastructure Support Environment - RISE

Over the last several years as Subaru of America, Inc. has grown, so has the technology applications we offer our retailers. More and more capabilities have been added to Subarunet along with the introduction of programs like the digital showroom and digital menu boards, care connect, etc. And there are more systems and applications coming.

Since these systems are driven from the use of the internet to communicate information, and the infrastructure to support these requirements has grown significantly, Subaru is taking the necessary steps to leverage these new tools and minimize security risks through the retail network. Providing a consistent and scalable platform with adequate support will allow Subaru and its retailers in the coming years to take advantage of new technologies and tools with unmatched speed and security.

To begin building this foundation of technology with our retailers, Subaru, through the SubaruDT program provides a unified method of authentication consistent with the Subaru of America policy, a standardized wireless environment that includes a robust "customer access portal" and "employee authentication system" and refreshed SDS coverage across the entire retailer service area. This will include intrusion detection and prevention services with security event monitoring reporting for each retail gateway and a 24/7/365 security and infrastructure support service. Those retailers who have subscribed to a SEIM service can submit evidence of that compliance in lieu of that offered by SubaruDT. The retailer will be required to maintain that subscription and provide evidence once a month to SubaruDT.

This program, called RISE, is part of the 'Essential Tool' program and replaces and enhances some of the current requirements for the existing SDS 'Essential Tool' program.

This approach is crucial to maintaining a high level of security across the retailer network utilizing the resources of Subaru of America applications and information.

Subaru Diagnostic System

Included as a major element of the RISE essential tool program is the Subaru Diagnostic System (SDS)

The Subaru Diagnostic System (SDS) is a component of the RISE essential tool program (to comply with the retailer agreement for special service tools). This includes a rugged laptop, Denso DST-i kit, diagnostic kit (SDI Box), wireless printer, wireless access point and gateway management service complete with firewall/wireless architecture and monitoring. The entire configuration is installed, monitored, maintained and updated by Subaru's partner, Nuspire Networks.

In the SDS program the rugged laptop can only be acquired through a 36-month managed service. If a retailer experiences any type of issue there is an exchange program which provides for an immediate replacement of the device. The only caveat is if the defective device is due to misuse of neglect or abuse,, at which time a quote for repairs will be generated. Under the terms of the managed service a non- functional unit will be exchanged with a fully operational unit anytime. The retailer initiates this exchange process by submitting a Subaru RISE Component Exchange/Replacement Authorization request on SubaruDT.com. As long as the non-functional condition is not due to misuse or neglect, the only charge a retailer will incur is the shipping of the faulty unit back to Nuspire Networks

The firewall and switch hardware is provided as a managed service and therefore the asset ownership is retained by Nuspire Networks.

Printers

Wireless printers can be acquired as a managed service. Nuspire Networks will provide complete service and administer repair/replacement under the terms of the manufacturer's warranty on behalf of the retailer. In the second instance, Nuspire Networks maintains ownership of the asset being supplied in fulfillment of the services. This managed service allows retailers to add additional equipment with a much lower entry cost. There is no upfront charge for the majority of the hardware, and only monthly payments are required; unless one chooses to elect to pay the one time purchase price on anything except the laptop. The laptops will be continually refreshed with newer versions of hardware as they become available as part of the lease only option. The managed service option for wireless printers and access points provides for support of that equipment as long as a retailer is a subscriber which means Nuspire will handle all support and interaction with the manufacturer under the terms of warranty, including circumstances involving end of life of equipment (EOL).

Starting RISE Process

Upon electronic notification by Subaru of America of a new retailer or buy/sell circumstance or relocation or termination of a location, Nuspire has specific steps to take within measured timeframes.

For New Retailer appointments Nuspire Networks will provide what is termed package #1 to the retail facility point of contact. That package includes a semi rugged Toughbook, Denso DST-I kit, and SDI kit that allows the servicing of Subaru customers upon arrival within 4 days of notification.

Online Survey

The next step involves the online retailer survey, which is the single point of entry for surveying all Subaru retailers in order to develop and maintain the specific RISE recommended engineering solution. The online survey must be completed on the SubaruDT.com eCommerce website. This process is the first essential step for a new retailer to begin their operation.

The steps for completing the survey (after logging on to Subarunet.com, clicking on Service Operations and Technical, clicking on SDS Program in the drop-down and then clicking on the link in the center of your screen to connect to SubaruDT.com) are as follows: From the homepage of SubaruDT.com,

1. Click on the tab labeled RISE
2. Click on the RISE Survey selection in the drop-down
3. Complete the full survey and click Submit

In the event you require assistance with completion of the survey, Nuspire Network Consultants can provide direction on completing the survey or there is an on-site consultation service available from Nuspire as part of the RISE service offering under the Services tab which provides much more in-depth assistance in gathering information and completing the survey with the dealership representative. Nuspire will contact the retailer once the completed survey has been submitted in order to:

1. Review/validate the survey information and selected components
2. Schedule component shipments and installation

On-Site Survey

Based on the results of the On-Line Survey, it may be necessary to dispatch a certified systems integrator to Subaru dealers for an on-site network analysis and survey. This option will require additional services and expense, beyond the routine setup process. In those instances, where a new retail facility is being established, relocation to a different facility of an existing retailer, or a buy/sell where the incoming retailer is operating from a different facility than the outgoing retailer, this on-site analysis and survey is mandatory.

An On-Site survey would entail the following:

1. Performing an RF (radio frequency) site survey to map wireless network coverage.
2. Perform a dealership network analysis.
3. Document dealership network topology.
4. Generate a dealership site specific bill of materials.
5. Generate a site specific customer quotation.

An On-Site Survey will be a separately billed activity including time, materials and travel costs and will not be covered in the essential tool pricing. After reviewing the On-Line Survey, Nuspire will inform the dealership if an On-Site Survey is required in all other cases except those previously outlined as mandatory.

Pre Install Overview

1. Nuspire will provide a review packet for the point of contact to review the proposed recommended engineering solution and associated pricing detail
2. Nuspire consultant will make contact to answer any questions and gather available dates for installation process

On Site Install

1. To be performed within 30 days of a completed/validated on site survey.
2. Once the needed equipment is determined, an onsite Installation of the new hardware will be conducted by local Nuspire personnel during several onsite visits. This is a 2 -day process with Nuspire personnel on site at the retail facility.