

## PILGRIM



### Pilgrim

Since Pilgrim was founded in 1983 the company has concentrated on making fashion jewellery. Pilgrim is a Danish company and all design, administration and distribution takes place in Denmark. The production primarily takes place in the Orient. Pilgrim's jewellery is sold in many European countries, in the USA, Australia and New Zealand. The sales representatives travel to demonstrate the large, seasonal collections. Pilgrim sells to more than 5000 active customers, which are individual boutiques, shop chains or department stores.

**Solution:** Mobile Sales solution  
**Industry:** Manufacturing – Consumer goods  
**Year:** 2005

### Result

- More time for customers.
- Improved customer service and time for additional sales.
- Fewer errors in registration.
- Improved updated overview of orders within the company.
- Establishment of decision tools, based on updated data.
- Faster order processing.

**”This solution has made our work much more effective. It takes no time at all to register an order. The mobile sales solution has optimised our customer service and reduced transaction time - crucial elements for international success.”**

*Julie Østedgaard, sales person, Pilgrim.*

### Challenge

The sales process in the jewellery industry is defined by a short cycle from design to sale. A new collection has a limited sales period, so the quicker the new goods get out to the shops the more they can sell before the next collection comes into the shops. The short sales cycle focuses on optimising the sales process, which is particularly relevant at international trade fairs. About 30 fairs are held around the world in just 3 months. Here Pilgrim's customers queue up to place orders for sales for the coming season. This situation naturally puts great pressure on the order taking process which must be easy, fast and error free.

Pilgrim's old mobile order taking solution was based on a standard system which no longer met the company's expectations for high speed order acquisition, reliability and management of large amounts of data. Pilgrim needed a new mobile solution.

### Requirements

Pilgrim wanted a sales solution which could be used by their sales force at the customer site and at trade fairs. The solution should facilitate order taking and minimise errors during registration. It should be able to handle large amounts of data and scan, print and deliver in different language versions. It was a requirement that the solution should be integrated with the company's Axapta ERP system.

The main requirements could be described thus:

- Order acquisition for a selected customer.
- Display/edit existing orders.
- Transfer of orders to Axapta.
- Update of master data (customers and products).
- Synchronising through valid data connection.

The solution should not limit the technology by which data can be synchronised (GSM, GPRS, W-LAN, Bluetooth, USB). The only requirement was that Pilgrim's infrastructure should support the communication path.

### Features of the application

- Order and order line (scanning) acquisition.
- Advanced customer search.
- Master data and historic customer data.
- Creation of note when choosing generic customer.
- Display and editing of existing orders.
- Configuration, e.g. change of parcel size.
- Multi language (Danish, English, German and French).
- Choice of trade fair.
- Printing of order confirmation on a laser printer and on a receipt printer.

# Pilgrim Mobile Sales

## Customer case



### Software and Services

- Microsoft Windows Mobile 2003.
- Microsoft .NET Compact Framework 2.0.
- Microsoft SQL Server Mobile 5.
- Microsoft SQL Server 2005 database.
- Microsoft Active Directory.

### Solution

In 2005 HandStep developed a mobile sales solution which was developed for the Windows Mobile 2003 platform using Microsoft .NET Compact Framework 2.0. From the start Pilgrim wanted to make use of the opportunities made available by the newest technology from Microsoft and the solution was therefore developed on a Beta version of Compact Framework 2.0 and Microsoft SQL Server Mobile 5.

The PDA application is the primary part of the solution: It is based on an SQL Server 2005 database and is integrated with Pilgrim's ERP system, Axapta, from which the sales solution collects master data (customers, goods etc.) and delivers orders taken on the PDA. The PDA application exchanges data solely between its local Microsoft SQL Server Mobile 2005 database and an SQL Server. Exchange of master data takes place through the 'Merge Replication' built into the SQL Server, while the orders are delivered to the SQL Server database through the specially developed Web Services.

The solution also contains a Web application from which the solution can be configured for registered users. The web back-end is developed as an ASP .NET solution based on Microsoft .NET Framework 2.0. The web application is used to register the attached PDAs as well as to attach those customers and trade fairs which must be available for the individual user on the different PDAs.

Integration between the SQL database and Axapta takes place through an interface which is developed by Pilgrim's Axapta supplier to a specification drawn up in co-operation with HandStep.

All Pilgrim's mobile units are synchronized with the server by using the same user. The user name and password for this user are encrypted in a configuration file on the PDA. Microsoft Active Directory's security model is used to validate the users against IIS/SQL.

### Result

Previously dealers queued up to deliver hand-written orders. After the trade fair the data had to be entered into the computer before the order could be processed. Today the process is optimised because of the mobile solution. Everyone in the sales force has a PDA which can register up to 40 part numbers a minute. The order is taken extremely fast and the customer is handed an order confirmation on the spot. The sales person can also see the sales data and customer history on the PDA. The solution has undoubtedly improved the way Pilgrim's sales people work and has given the management an effective and updated decision tool.

### Do you want to know more?

You can read more about Pilgrim A/S on [www.pilgrim.dk](http://www.pilgrim.dk)

**"The savings in time have been enormous. Previously we wrote all orders by hand and faxed them to Denmark, where an administrative team entered the lot into the computer. With the PDAs we now send the orders directly into our ERP system, Axapta."**

Anette Jensen, sales person in England, Pilgrim.



HandStep is the leading developer of mobile solutions which improve effectiveness and customer service. We replace manual, paper based working procedures with electronic and integrated processes. [www.handstep.com](http://www.handstep.com)