



Royal Unibrew is Scandinavia's largest beer exporter with some 2,300 employees and a revenue of almost DKK 3 billion. Royal Unibrew exports to more than 65 countries. Royal Unibrew's sales solution was integrated into SAP and went live in only 8 weeks.

Mobile sales solutions

- Create effective sales force.
- Ensure dynamic sales process.
- Improve competitiveness.
- Integrate into Microsoft Axapta, Navision.
- Implementation time from 8 to 16 weeks.



Pilgrim is a Danish jewellery company that sells their products in many European countries, in the USA, Australia and New Zealand. The sales representatives, that travel to demonstrate the large, seasonal collections, sell to more than 5000 active customers, which are individual boutiques, shop chains or department stores.

"It only took 8 weeks from the time we made the decision to go with the mobile sales solution until we went live with 120 users. We have achieved success for management, employees and customers in record time."

Anders Pii, CIO, Royal Unibrew.

Mobile sales opportunities

Many sales and production companies have discovered the opportunities that a mobile solution provides for the company's management, sales force and not least customers.

The whole order process can be handled and closed on the spot by the sales person. It generates major administration savings, reduces the risk of error and releases the sales person from evening work.

The sales person has direct access to customer and company information at the customer site. He has all the relevant information available from the ERP system and is able to give accurate delivery times and price information. This improves customer service and creates new opportunities for customer dialogue and consulting.

The company can streamline the order process and data capture. In this way the company is less dependent on the individual sales person and is able to train new sales people quicker. At the same time it will be much easier to make continuous changes to the sales process. Structured data also provides the opportunity for a uniform follow up on the sales force.

Benefits

Overall the mobile sales solution provides the opportunity to obtain the following benefits:

- 100% mobile sales team.
- 360 degrees overview of the order process.
- Releases resources in the back office.
- Fewer administrative tasks (print, packing, distribution of sales material).
- Savings on shipping costs due to combined orders.
- Optimisation of stock control and minimisation of loss.
- Professional and uniform sales model.
- Improved customer service.
- Improved customer satisfaction.
- Attracts innovative employees.
- Improved employee satisfaction.

"In my opinion HandStep is one of the most competent companies in Europe in mobile solutions for hand held computers. For us this has been an innovative partnership with fantastic results which we look forward to continuing."

Bjarne Schön, Senior Director, Supply Chain Strategy & Planning, Microsoft.

Mobile Sales Solutions

Sales solutions for the mobile sales force



Pilgrim's solution integrates with Axapta and is used by sales people all over the world.



KiMs' solution integrates with Axapta. It is used by 70 sales people who take more than 600 orders daily from the company's 4000 customers.

HandStep Mobile Framework™

HandStep has several years' experience of implementing sales solutions. We have built up a great basis of experience through our co-operation with a large number of companies such as KiMs, Royal Unibrew and Pilgrim, and leading system houses and ERP suppliers such as Microsoft and CSC.

Our solutions are based on HandStep Mobile Framework™ - a standardised development process for the development of bespoke solutions. The process ensures that all our customers get a fast, simple and effective implementation of their mobile solutions.

Get started well

When considering the implementation of a mobile sales solution in a company, we recommend that a mobile workshop is held as an introduction. The objective of the workshop is to identify the company's needs and the potential benefits.

At the workshop we will go through all the issues which need to be taken into account when a company wants to introduce mobile technology:

- Examples of the use of mobile technology.
- Review of the company's mobile employees and processes.
- Identification of mobile business areas.
- Types of handheld devices.
- Mobile infrastructure.
- Communication methods.

The workshop will normally last one day.

Planning

- Scheduling.
- Customer history.
- Contract information.
- Activity plans.
- Sales tools.
- Campaign planning.
- Integration with CRM.

Order receipt

- Advance order receipt.
- Delivery information.
- Stock.
- Individual price calculation.
- Discount structure.
- Invoice printing.

- Communication with ERP system.
- Order status.

Market information

- Electronic marketing material.
- Collection of information on competitors.
- Overview of Space Management agreements.

Reporting

- Quick overview.
- Dynamic sales statistics.
- Real-time management reports.
- Overview of sales teams' goals.

"Many people believe that the implementation of a mobile sales solution is difficult and costly. It is not. Our well documented experience and unique development platform ensures the customer a fast, easy and cost-effective implementation process."

Anders Heick, CTO & Software Architect, HandStep.



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