

## Key Features

- Remote generation of quotes and sales-orders
- Pricing information
- Stock level interrogation.
- Sales force reporting & KPI monitoring
- Sales pipeline tracking
- Appointment management
- Individual data sets
- Two-way synchronisation with core database

## Key Benefits

- Improved sales force productivity
- Improved customer care
- Reduced administration costs
- Reduced data errors from re-keying

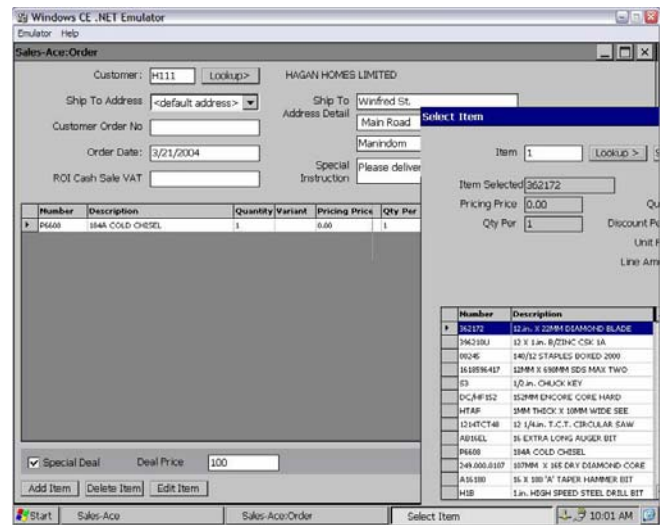
This award winning\* solution is designed to enable busy non-office based sales-force to stay up-to-date with the base organisation.

You have a company wide management information solution that provides timely and accurate information on product and client trends. Wouldn't it be great if your mobile sales force could also access this vital information?

Most supply chain organisations have a team of non-office based sales consultants who provide customer account management services, advising clients on the latest products and promotions, monitoring client satisfaction, resolving commercial issues as well as taking and progressing orders.

Similarly, most find that the mobile sales force are required to spend an increasing amount of time on administration and house-keeping tasks; such as hand writing order forms and faxing these to the office, chasing account queries or stock issues, or worse still, having to pick up the pieces when an order has been incorrectly delivered because of an error at the order entry stage. When reps are dealing with 10's or 100's of orders a day this can quickly become overwhelming and unproductive.

The Anglia Mobile Sales Force Portal harnesses the reps existing customer and product knowledge at the ordering stage by providing them with mobile access to the same information available to their office based colleagues. Handwritten orders are replaced by electronic order entry via a mobile device, and the reps are advised of stock or credit matters at the time of order entry. Any issues can quickly be addressed whilst on the customer's premises, greatly improving customer service and significantly reducing the administration costs associated with order entry.



*Fig 1: Example of reps view of data via handheld device.*

## Features

- Price list information with a range of discounting options presented on the mobile device.
- Ability to generate a quote and sales-order.
- Stock level interrogation.
- Sales force reports and graphs via the mobile device.
- Sales-pipeline tracking. The ability for the sales person to record and update information on prospects and existing customers.
- Appointment management. A list of sales appointments can be sent to individual members of the sales team.
- Individual data sets. Each sales person only has access to his own client data plus all inventory records.
- Two-way synchronisation with the core database as and when a network connection is available using Anglia's Drizzle Technology (DT).

## What is Drizzle Technology?

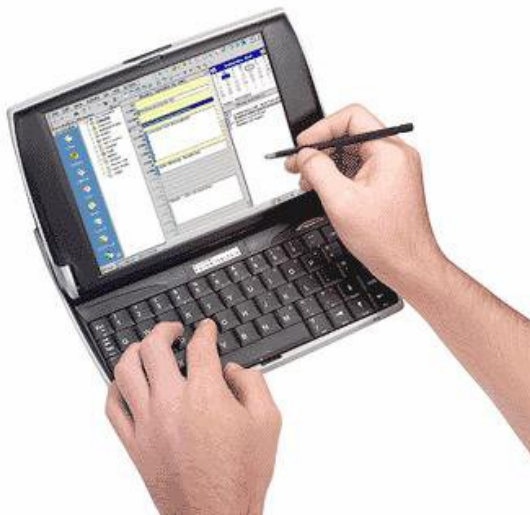
Developed by Anglia, Drizzle Technology (DT) is the enabler for communication between mobile devices and a base repository of data.

DT lets you replicate data over slow or partially existent connection. DT provides periodic or on demand synchronisation of data. The synchronisation is bidirectional and is optimised to maximise bandwidth. The synchronisation of data can be implemented over any type of data network including private corporate (LAN/WAN), wireless (RF/802.11x/Spread Spectrum), public phone network, mobile phone network (GSM/GPRS/CDMA).

The entire synchronisation process uses strong encryption to ensure that data to and from the mobile device are kept totally secure, even when operating over the public Internet.

DT is built using Microsoft Products. The technology employed is built around Microsoft SQL Server and robust .NET components which have been optimised for this application. DT can be used to deliver data from any SQL Server database, connect effortlessly to ERP systems such as Microsoft Dynamics™ NAV & AX, or connect to 3rd party databases and applications, such as J D Edwards & SAP.

DT works in the background so that the data is transferred invisibly to the user. The complexities this process are hidden to the mobile user making the interface simple. Typically, synchronisation takes just 30 seconds.



## The Benefits

This unique solution will provide your organisation with a significant competitive advantage in your market place. Benefits you can expect to see include;

- Order accuracy will be increased as data duplication is removed.
- Lead times will be reduced leading to improved customer satisfaction.
- Inventory costs will be reduced as the sales force can sell what is available based on current information.
- Internal administration costs will be cut as staff no longer need to key in faxed orders. This could allow the redeployment of administrative staff to actively progress orders leading to improved customer service.
- Sales force productivity will increase as they will spend less time resolving administrative issues. This will lead to increased order intakes as more time can be spent on client sales calls.
- Overall, the solution will significantly improve company efficiency leading to increased profitability.



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