

## CASE STUDY

PAGLIERI SELL SYSTEM SPA DEPLOYS MOTOROLA'S MC75 AND MSP SOFTWARE FOR A SIMPLE, EFFICIENT MANAGEMENT OF THEIR SALES NETWORK



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## PAGLIERI SELL SYSTEM SPA

The Paglieri Group produces and markets products for the beauty and well-being mass retail market. The group is divided into various companies, among which Paglieri Sell System, who are responsible for the distribution of the products. For over twenty years, the leading chain store, supermarket and drugstore names have looked to Paglieri Sell System to develop new markets, to handle the range management of particularly complex product categories, to restock display stands and to correctly manage orders at the point of sale.

### CUSTOMER PROFILE

#### Company

- Paglieri Sell System SpA
- Pozzolo Formigaro, Alessandria, Italy

#### Industry

- Distribution of beauty and well-being products

#### Motorola Products

- Motorola MC75 GPS – 120 units
- Il software Motorola MSP

#### Partner

- Integra S.r.l. – CAP Spa

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**“It is our mission to always operate effectively and efficiently in the mass retail market. We build relationships built on trust, which have led to sales contracts with all the major key clients in the mass market and we work daily with more than 8,000 stores of every size throughout Italy, from small convenience stores to the largest supermarkets.**

**To improve the level of service to our clients, we needed a single, technologically advanced device to manage the sales network activities and increase the productivity of our operators. That is exactly what Integra – CAP offered us with Motorola’s MC75.”**

Fulvio Ferrua,  
Head of IT Systems, Paglieri Sell System SpA

## THE REQUIREMENT

### To update processes

Paglieri Sell System were recommended to change the devices it was using within its sales network to have the latest technology and improve the operations and performance of the sales network. Fulvio Ferrua comments: “In a competitive market you need to be constantly thinking about new ways of increasing productivity.”

## THE SELECTION PROCESS

### On partner recommendation

Having already worked together with CAP S.p.a. for some time, Paglieri Sell System trusted its partner to supply the correct hardware and software to suit the business needs. CAP Spa recommended working together with Integra S.r.l.. Integra submitted a proposal and later conducted a presentation featuring Motorola’s MC75 GPS, together with accessories and software.

## THE RESULT

### A system, three months in deployment, adding value to the sales network

Paglieri Sell System chose the MC75 model, the newest of Motorola’s Enterprise Digital Assistant range, for its technical and ergonomic design, to increase the productivity and efficiency of its staff and reduce business costs and the risk of human error. The MC75 is compatible with wireless communication standards, has a high resolution display and a camera with autofocus.

At the points of sale, the Paglieri Sell System merchandiser collates the order via the MC75 and sends it to head office. On receipt of the goods, the merchandiser resupplies the display, taking a photo if required, and carries out any re-orders or sales forecasts. Fulvio Ferrua observes: “Our merchandisers were able to test the product and hold its potential in very high esteem. They have realised the efficiency of the MC75 and they have noticed a significant improvement in their workflow and speeding up of processes.”

### Application(s)

- **The management of the entire sales network:** from order placement, to sales forecasts and in-store displays

### Benefits

- **Increased profitability:** thanks to both a reduction in operational costs and an increase in sales
- **More efficient workflow:** through the use of a single device for diverse operations and a higher performance, more reliable technology
- **Time savings:** in daily operations and training
- **Reduction in human error:** due to the computerisation of processes
- **Ease of data availability:** for all staff and in real time
- **Immediate user take up:** of this easy to use, robust and ergonomic device



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### A CHALLENGE

#### To manage and maintain a park of 120 terminals throughout Italy

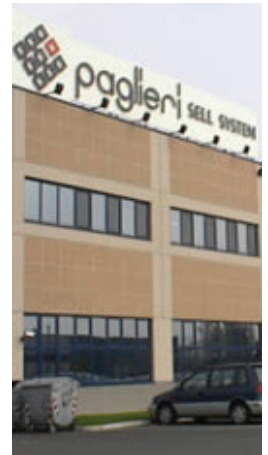
This challenge was overcome by using Motorola's MSP software which offers the possibility to configure, prepare, monitor and repair the remote devices, for operations which are too complex for the users to carry out themselves. The use of the software greatly simplifies these operations and reduces costs associated with the implementation and daily management. Paglieri Sell System has also signed a three year maintenance contract for the whole fleet of terminals and the MSP software support.

#### Integra S.r.l.

Integra S.r.l. is the market leader in mobile computing in Italy supplying software solutions and IT Management services for all parts of the supply chain from production, to logistics and distribution. In its capacity as IT partner, Integra is able to guarantee a detailed control of production processes and a noticeable improvement in workforce efficiency. Integra has a wealth of knowledge and experience in the development of mobility sector specific software and radio frequency infrastructures, specifically in MESH configured wireless networks. Integra has 10 employees and achieved a turnover of 1,2 million euros in 2009.

#### CAP S.p.a.

CAP is a systems integrator offering clients strategic analysis, understanding of business processes and business needs, marketing, communication and technological expertise. The Business Solutions unit operates in the areas of process consultancy, Tracking and Tracing, Rfid, Mobile, Software as a Service (SaaS) and application integration. Over the years, CAP has developed skills and solutions in various strategic vertical markets such as intermodal transport, logistics, ports, interports and shipping. With in the region of 200 employees, CAP has offices in Milan, Genoa, Turin, Padua, Sassari and Cagliari. CAP reached a consolidated turnover of 21,200 million Euro in 2009.



For more information on how Motorola's MC75 can address your business critical mobility needs and Motorola's Mobility Services Platform can give you the power to monitor and manage your mobile devices, please visit us on the web at [www.motorolasolutions.com](http://www.motorolasolutions.com) or access our global contact directory at [www.motorola.com/enterprisemobility/contactus](http://www.motorola.com/enterprisemobility/contactus)

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