

## CASE STUDY

EDITA IMPROVES CUSTOMER SERVICE, ENHANCES SALES AND DRIVES EFFICIENCIES



# EDITA IMPROVES CUSTOMER SERVICE, ENHANCES SALES AND DRIVES EFFICIENCIES WITH BMB'S SALES FORCE AUTOMATION PLATFORM FOR MOBILE COMPUTERS



## EDITA FOOD INDUSTRIES

Edita is the market leader in branded food products in Egypt with a portfolio of brands that include Molto Croissant, Molto Cake, Bake Rolz, Bake Stix, and TODO. The company employs 3,500 people, has two major manufacturing sites, and its products are sold across the MENA region. The business is expanding, with a new facility being built in The Beni Suef Governorate to produce a range of candies including hard and soft candy, jellies and lollipops to the company's portfolio.

Edita is committed to continuously improving its operations and customer service. As part of this drive it has recently introduced a mobile computing system. The technology comprises Motorola handheld computers running with BMB's sales Force Automation platform. The system enables field teams to do anything in the field that they do in the office such as issuing invoices and updating customer records electronically. It is estimated to save sales teams at least 90 minutes in administration per day. Consequently Edita can complete more customer visits so helping to drive an increase in sales of 7 percent.

### CUSTOMER PROFILE

#### Company

- Edita Food Industries S.A.E
- Egypt

#### Industry

- Food and beverages

#### Motorola Products

- 178 MC7094

#### Software/applications

- BMB Sales Force Automation

#### Partner

- BMB Group



Edita Food Industries S.A.E.

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**“Our remote sales staff work across the country visiting retailers. In the past, their activities were managed using paper-based processes. This meant that teams needed to return to the office to manually refresh customer records – an inefficient use of their time. We have now equipped our staff with handheld computers which BMB has installed with its Sales Force Automation Software. The computers allow teams to do anything in the field that they can do in the office – from issuing invoices to accessing product information and reviewing customer records. We are delighted with the platform – we estimate that each sales rep saves at least 90-minutes of admin time each day. As a result we are visiting 10 percent more customers daily and sales are up by 7 percent – figures that we expect to increase as the technology becomes further engrained into our business.”**

Emad Kamal,  
Chief Information Officer, Edita

## THE CHALLENGE

### From paper to electronic processes

Edita recognized that its paper processes used by its sales reps to manage customer relationships were inefficient. For instance, teams needed to return to base each day to use their handwritten notes to manually update customer data in back-office systems. Edita therefore decided to investigate the deployment of handheld computers to its sales teams. The key objectives included enhancing data capture, reducing administration, improving the service to customers and ensuring the business has detailed operational data on which to make effective plans. It was also essential that the technology must be fully integrated with Edita’s ERP system.

## THE SOLUTION

### Deploying an advanced mobile computing system fully integrated with Edita’s ERP system

After a competitive tender Edita elected to work with BMB recognizing its deep expertise in the design and delivery of advanced mobile computing platforms especially in the sphere of distribution. The project involved the selection of handheld computers, software development and deployment and the integration of this into Edita’s back office systems. With the handheld computers Edita selected Motorola’s MC7094 rugged handheld computer. It offered all of the key features required by the deployment spanning robust, reliable operation, GPRS and Wi-Fi connectivity, GPS, a large bright screen and simple and intuitive operation with a familiar Windows operating system.

### Application(s)

- **Real-time information:** Sales teams have access to key information including up-to-date pricing and promotions and customers’ histories
- **ERP integration:** Integration with Edita’s ERP system enables sales teams to manage key tasks including issuing invoices, creating orders and updating customer information
- **Fleet management / telematics:** The GPS capabilities on the handheld computers shall be used to optimize routes for delivery vehicles
- **Data analytics:** Managers can access performance data including daily sales statistics, and the performance of sales teams by region, route, trade channel, area manager, supervisor and salesman. Data on customer purchases by Stock Keeping Units (SKUs) is also available
- **Tracking and tracing:** Sales reps scan products on to their vehicles (and when these are delivered) to validate customer orders and update the order management system
- **Inventory:** Using the barcode scanner, sales reps can take inventories of customers’ stock levels
- **Contact:** Messaging enables sales teams and the head office to communicate in real-time
- **Dispatch:** Orders are directly sent online to the depots for dispatch by the delivery vans; an order tracking device on the computers ensures orders are effectively planned and optimized
- **Performance insight:** Sales teams can track their progress against sales targets and Key Performance Indicators (KPIs)
- **Timesheets:** A summary report is available each day on the computers and is printed out by sales reps using their mobile printers. The data includes hours worked, and details of sales



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For the software, BMB deployed its Sales Force Automation system working hand in glove with Edita's IT and business teams to ensure it mirrored the key features and functions of the company's ERP application – Microsoft Dynamics Great Plains. The Edita IT team created an innovative interface to integrate the software with the back office ERP system (an interface which impressed Microsoft's engineers).

The technology is providing a wide range of services to the sales reps. They can easily access critical customer information on their computers and also manage key tasks – from printing and issuing invoices, to creating orders, updating customer records and checking stock lists, pricing and promotions. Critically, any new records or amendments to existing files are automatically updated in the back office (the computers connect using GPRS) so that sales teams do not need to return to base and manually key-in their notes.

Data can be accessed through a desktop interface which enables managers to apply Microsoft SQL reporting services to 'slice and dice' the data in intricate detail. It's possible to review the results of individual customer meetings and breakdown sales by route, trade channel, area manager, supervisor and salesperson. Data on customer purchases by Stock Keeping Units (SKUs) is also available. The analysis enables Edita to also understand popular product lines and better align production to customer requirements.

The GPS capability of the MC7094 is used to track sales teams and ensure planned visits are made to customers. And they can scan on and off their vehicles to update the logistics and order management systems.

For more information on how Motorola's MC7094 mobile handheld computer can improve your field sales and field services operations, please visit us on the web at [www.motorola.com](http://www.motorola.com) or access our global contact directory at [www.motorola.com/enterprisemobility/contactus](http://www.motorola.com/enterprisemobility/contactus)

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## THE BUSINESS BENEFIT

### Increasing sales, improving efficiency and advancing business performance

With all vital account detail to hand, teams can better respond to customer enquiries. The technology is also helping sales representatives increase sales. By automating data capture and key tasks they are saving around 90-minutes per day in administration time. As a result 10 percent more customer visits are happening and sales have advanced by 7 percent. Sales teams can also view their sales goals and KPIs on their computer to keep them focused on achieving key targets.

The mobile computing platform also provides detailed and timely data on the performance of the sales operation, as well as insights into popular SKUs and promotions. This helps Edita align production to customer requirements, enhance its logistics operation, improve its marketing activities, and more effectively train its sales teams. Alongside these benefits, Edita is maximizing the efficiency of its vehicle fleet by providing drivers with optimized routes through the handheld computer's GPS feature.

In short, the ability to accurately and quickly capture information in the field and send this back to the business, as well as manage key tasks such as issuing invoices, is helping Edita improve performance across its business. From sales, to marketing, logistics and transportation.

### BMB

Founded in 1996 by the Doumet Group, BMB revolves around the concept of providing high-tech mobile computing products and services including scanning, labeling, mobile data collection, application development and integration of mobile computers with back office systems. The company has deep experience across a range of sectors including retail, manufacturing, healthcare, logistics, government, and transport. BMB now has 120 employees and has become the market leader in the deployment of mobile communications technology in Lebanon and the Middle East.

### Key Benefits

- **Increased sales:** Sales reps are saving around 90 minutes a day. They are now completing 10 percent more site visits with sales up by 7 percent
- **Accurate data:** Data is accurately captured and flows around the business in real-time
- **Enhanced revenue collection:** Teams can create and print invoices whilst with customers to accelerate payment
- **Improved business planning:** The business can analyze which SKUs are most popular to align production to customer demand
- **Improved service levels:** Barcode scanning helps ensure that product moves efficiently through the delivery chain to arrive on time with customers
- **Value added advice:** With the ability to take inventory for customers, sales teams can advise on popular goods, take back slow stock and take orders
- **Improved performance:** Being able to review progress against sales targets and KPIs keeps sales teams motivated and focused on achieving targets
- **Enhanced sales operations:** Analysis of sales teams work enables changes to be made to enhance performance
- **Fleet efficiency:** Effective journey planning ensures the most efficient routes are taken by vehicles
- **Improved team morale:** Sales reps are achieving more in less time with their daily hours reduced from around 12 to 9