

WINDEV Mobile pumps up BRIDGESTONE- METIFIOT sales

The METIFIOT Company, a subsidiary of BRIDGESTONE, has chosen WINDEV Mobile to provide its sales force with an application for mobile com-

The company

A subsidiary of BRIDGESTONE and a brand name of the FirstStop group, METIFIOT established itself as a true specialist in pneumatics. METIFIOT has more than 900 employees, spread out over 100 branches all over France.

Project Leaders

Christian Berthet is an information



system manager for METIFIOT.

Pierre Vindry is the manager of the Pocket PC project.

From WINDEV to WINDEV Mobile without any pressure

METIFIOT's 100 branches are equipped with a sales management software developed using WINDEV. This software manages prospects and customers, creates customer visits follow up, organizes the calendar of sales people and creates proposals. When a sales person visited a customer, he filled out a form in front of the customer with all the information needed for writing a proposal or an order.

The emergence of performing PDAs led METIFIOT to consider outfitting its sales force with mobile devices. "The main objective was to eliminate the risk of errors when entering the captured information into the back office application. The other main goal was to always have up-to-date information available on a low cost

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mobile device", explains Christian Berthet.

"We lost several months with other solutions trying to build this mobile application. The release of WINDEV Mobile was very welcomed", shares the information system director of METIFIOT

He adds: "This choice, even if it seems natural since we've already mastered WINDEV, is first of all, a

technical choice for two main reasons. The first one is that WINDEV Mobile allowed us to reuse a large part of the development done in WINDEV on PC. We simply had to resize the windows or controls. As for the source code, it stayed the same, which is a dream come true for any professional developer".

Comfort and security of WINDEV Mobile

"The second reason has to do with the ease of development of the PC SOFT's IDE. Where other solutions would require you to type dozens of lines of code, WLanguage is concise and clear. In short, developing applications can't be compared in terms of schedule and reliability".

Pierre Vindy goes on to clarify: "In the case of this application, the windows of the sales management program were retooled in one day. Then, we called on our know-how to add mobile specific features".

Better targeting and better company image

Salespeople (about 70) can now enter information in their PDA (ASUS brand) during their sales visit.

Once back at the branch, the PDA is docked in order to synchronize its data with the server. At the same time, the item database on the PDA is updated with the new prices and stock availability.

Every night, a batch process, developed using WINDEV, updates the headquarters' server. The next morning, information about the new prospects is up-to-date.

This allows for promotional marketing campaigns to be better targeted. "Prospecting has improved and the image carried is excellent when salespeople go on visits", proudly declares Christian Berthet.

Proposal on 100,000 items: Hyper File Mobile steps on the gas!

The PDA application allows, for example, the creation of instant





proposals thanks to a very rich embedded Hyper File database. This database contains more than 100, 000 items (tires, shocks, and so on) and between 300 and 400 customers for each salesperson. Now there is no need to go back to the branch in order to fax a proposal to a customer. The proposal is given to the customer directly during the sales call along with stock availability.

"All our salespeople as well as our customers are impressed by the access speed to the database. Searches can combine up to a dozen different search criteria (diameter, height, brand, and so on)", notes Pierre Vindry.

Hitting the road with WINDEV Mobile

Any new salesperson hired is now outfitted with a PDA. *"This equipment has now become standard in the company, and nobody can do without it"*, shares Christian Berthet.

Since the use of PDAs is such a success thanks to WINDEV Mobile applications, other projects are being developed by the information system team. Pierre Vindry wants to emphasize the ease of updating applications while still in development: *"From a technical standpoint, each modification of the application (data model, features, and so on) is done remotely without having to bring the PDAs back to their base"*.

Among the improvements that have been planned, we can mention linking PDAs to GPS in order to optimize the itinerary of the salespeople on the road. *"It's obvious that the success of the first application has generated new ideas for improving the service we provide to our customers. We can only applaud the quality and productivity of WINDEV Mobile. Without this IDE, without its always relevant updates, we couldn't undertake such projects in the timeframe we have"*, concludes Christian Berthet.

In a context where new technologies often generate unsatisfying return on investment for information system executives because of their high complexity, such words are obviously reassuring and they

encourage taking a close look at PC SOFT's IDEs.

