

FERRERO's sales forces are savouring WINDEV

Over 200 salespeople use the "SALES" program that was built with WINDEV to support their field sales activities.

The Company

"Ferrero Rocher", "Mon Chéri", "Rafaello, the "Kinder" product line, "Tic Tac", "Duplo" and "Nutella" are FERRERO's best known products.

Created in 1946, the company specializes in the food industry and today it has over 900 employees.

Project Management



The development team on the "sales" project consists of a research/system coordinator, two project managers, an analyst and a database administrator for the Unix and AS/400 databases

200 sales agents out in the field

The entire FERRERO's sales force (nearly 300 salespeople) uses the "Sales" program. It's the salespeople's tool of the trade, whether at home, at the office doing administrative work (making appointments) or in the stores (supermarkets, convenience stores, warehouses) salespeople come for a visit and then enter their findings for future negotiations.

WINDEV, an every day delight

WINDEV was chosen unanimously by the development team.

"From a technical point of view, there is no equivalent under Windows for developing strategic applications this fast", said one of the developers in charge.

"Thanks to the rich WINDEV example guide and the technical assis-

tance, always available, we always have a solution to our needs. We've defini-

tely gained a lot in response time, ergonomics and reliability".

iSeries, Sybase and Hyper File together

The sales management reference data goes from the AS/400 database to a Sybase database located on a RS6000. A batch procedure then identifies the data corresponding to each individual salesperson.

Then, the field salesperson can, at any time, retrieve, using ADSL, on his mobile device the data he needs and he can then store it in a Hyper File database.

"If a new version of the application is available, the salesperson retrieves it and the setup tool included in WINDEV takes care of updating the right modules and the relevant files if the analysis has changed. To the user, this is completely transparent", declares the database administrator.

From appointment, to business deal and activity follow-up

The "Sales" application lets the sales team manage its calendar, visualize the client forms and manage meetings, and the client visits and ensuing reports.



Multilingual

"This application is constantly changing, especially in order to keep up with changes in large scale distribution in the European market. For instance, it has been translated to Dutch for the Benelux market. "Overall, thanks to WINDEV we are always confident that we can meet these demands easily" concludes the systems and research manager.

From the national-level actions negotiated by a manager, the local salesperson can obtain the actions to be performed for each client in his or her territory.

Constant reporting

Moreover, thanks to the "Sales" program, we can see the ongoing orders at any time, the client's sales figures and summaries (cash register results, by sector or the total by region, for instance). In terms of activity follow-up, know the performance of a POS product display, the summary for a store's activity and budgets.

For example, for each POS product display, we can tell whether the different FERRERO products well presented,

their position within the shelves and their facing.

This data can be exported to Excel and users can format it as they wish. "It's automatic in WINDEV", confided the analyst.

The application will offer different features depending on the salesperson's role. Managers will have access to summarized data of their sales team (they can retrieve all the data entered by the salesperson).

