

DayMen International - IntelliSell Sales Force Automation - Case Study



“intellisell has enabled us to automate the supply of top quality products with the back up of a first class distribution service. Helping us to develop our professional image while offering customers 24/7/365 access to order, product and price information.”

Nigel Fielden, Managing Director
DayMen International Limited

Client Profile

DayMen International Limited is the UK and International subsidiary of Canada-based DayMen Photo Marketing Ltd. Designing and importing photographic equipment under their well known brand-names Lowepro and Manfrotto, the product range encompasses a wide range of high-quality equipment for amateur and professional alike.

Operating from their UK headquarters in Wolverhampton, the company operates a distribution operation to high-street photography, consumer electronics and outdoor equipment retailers directly in the UK, and through a network of distributors around the globe.

The Challenge

DayMen competes in a tough market-place and needed to differentiate themselves from the competition. In addition to supplying top-quality products, backed-up by a first-class distribution service, the challenge facing the sales team was to maintain and develop their professional image, while offering their customers 24/7/365 access to order, product and price information.

Each member of the mobile sales force conducts between 5 and 10 visits each day and wanted to make the most of each appointment both in terms of speeding up the ordering process, and in providing the customer with up to date information, promotions and pricing. DayMen International knew that this would enhance their reputation as the most professional and efficient company, providing excellent customer service.

“we’ve come a long way in only 4 months”

Nigel Fielden, Managing Director
DayMen International Limited

IntelliSell
is the solution for
enhancing your
competitive
advantage

The Solution

Approaching Practical Logic for the first time in August 2004, DayMen requested an initial meeting in order to review their requirements for a mobile sales solution, together with a secure web-ordering portal, and discuss how Practical Logic's solutions might help. This meeting determined that the whole project would be broken down into manageable phases, and led straight on to a scoping exercise used to document the requirements of Phase 1 – the Mobile Sales Solution.

As Paul Stacey, Managing Director of Practical Logic stated, "Scoping is a key part of every solution we implement. Get the scoping right, and you get the solution right. We take great care to listen to our customer's requirements, but we will not hesitate to provide guidance where their requests are unworkable, inefficient or not cost-effective".

With scoping for Phase 1 completed, both companies were in a much clearer position to understand the stages of implementation. For DayMen, this involved evaluating TabletPC hardware from a number of suppliers, eventually selecting the Fujitsu-Siemens ST5021, and determining which mobile phone network provider offered the best GPRS coverage.

Vodafone was eventually chosen both for coverage and their PCMCIA GPRS card which, in DayMen's view, offered the most flexible and reliable programming interface.

A thorough pilot stage followed the solution development providing ample opportunity for DayMen to road-test the solution and to report any usability issues. With the pilot testing completed on time, the solution went live in the 3rd week of September 2004, one week prior to a major trade-show which would give DayMen an ideal opportunity to capitalise on their innovative customer solution.

Scoping of Phase 2 – the Web Trading Portal – quickly followed and development completed, on time, in December 2004. One key requirement was for the Web Portal to merge seamlessly into the solution already implemented. In addition, the whole solution would be modified to cater for "globalisation", enabling customers to deal with DayMen in any language.

Following the successful Phase 2 development, it is planned to introduce the system to the world-wide distributor network of DayMen International. This consolidated approach to sales across the globe is targeted to deliver significant performance benefits.

DayMen International Limited, Merryhills Enterprise Park, Park Lane, Wolverhampton WV10 9TJ
Tel: 01902 864 646 Fax: 01902 864 647 Email: sales@daymen.co.uk Web: www.daymen.co.uk

The Benefits

Since its inception, the Mobile Order Taking solution has had a tremendous impact on sales order processing, enabling the volume of sales order throughput to increase while actually reducing the workload of the internal sales staff, freeing them up for additional telemarketing.

Phase 2 – the Web Portal – provides customers with ability to place orders 24/7/365 as well as access to their information relating to orders, products, prices, promotions and invoices. This is of particular interest to the independent retailer who may prefer to wait until his shop has closed for the day before placing a restocking order, or checking on the progress of an order already placed.

The Future

DayMen International knows that this approach to its sales function will develop still further. Information gathered real-time from field sales people and/or distributors can quickly populate trend databases held remotely, and enable the host organisation to react with accuracy and speed to customer demand.

Nigel Fielden comments "It's vital that we maintain our competitive edge and stay one step ahead. Practical Logic truly understand and respond quickly to give us the solutions we need."

Solution Summary

Software: Sales Order Management

Operating systems: Microsoft WinXP and Microsoft Win2003 Server

Database: Microsoft SQL-Server 2000

ERP Software: Sage Line 500

Client Hardware: Fujitsu-Siemens ST5021 and Vodafone GPRS PCMCIA

Server: Compaq Proliant DL380

No. of users: 5 mobile users, 100's web users, 2 office users