

iMobileDistribution in ice-cream industry

"iMD provided us with optimization of the sales force by using mobile devices."

Competent in Consultancy Innovative in **software** Experienced in **ERP**

IT solutions

Technologies: Linux, Windows Mobile, Power Builder, PostgreSQL



About Alpin 57 Lux :

Alpin 57 Lux is one of the key icecream manufacturer in Romania, owning a distribution network throughout the entire country.

Core business activities of the company include: ice-cream and bakery manufacture and mobile sales force distribution.

Further info at: <u>www.alpin57lux.ro</u>

About Ropardo S.R.L.:

Ropardo is an IT group with solid turnover and over 50 skilled employees. **Innovation, Quality, On-time Delivery** have been our constant objectives. Our main expertise is in: software development, implementation of complex software solutions and maintenance of software/IT

systems. We provide the following in

various industries: app and system development, business apps – ERP / CRM, web apps and e-business / eCommerce, software reengineering, software testing, maintenance and support.

Further info at: <u>www.ropardo.ro</u> www.imobilesolutions.ro

Challenge

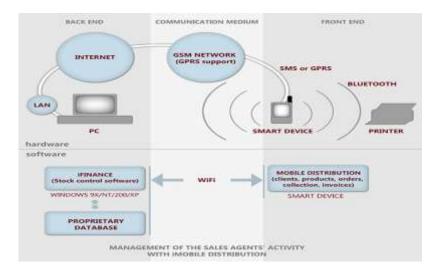
The client company wanted a price management mechanism driven directly from their headquarters that shall be synchronized with the prices of agents all over the country, and at the same time a unification/standardization of the sale process by means of mobile devices.

Another request of the beneficiary was that the implemented solution be flexible so that it allows changing the entire product schedule at the end of the winter season without interrupting the invoicing and/or manufacturing activities.

Solution by Ropardo: iMobileDistribution

The implemented IT system is based on iFinance and iMobileDistribution solutions and specific hardware devices (smartphones, tablets, industrial touchscreens).

The iFinance – iMobileDistribution system represents a reliable and competitive platform used to organize and develop activities such as bakery manufacturing and distribution.



The solution ensures:

- takeover and centralization of sale orders (from mobile devices or by phone to the headquarters)
- distribution route planning
- sales reports in real time

SOFTWARE CONSULTING	Requirements management System analysis Risk analysis Process management
SOFTWARE DEVELOPMENT	Architecture design Implementation Software test Project Management
SOFTWARE SERVICES	User training Maintenance Performance tuning
LEVEL of SERVICES	

Outsourcing to Ropardo:

Quality custom software

development

- End-user satisfaction
- Short time to market
- Quantifiable value
- Guaranteed performance level
- Reduced and controlled costs
- Managed risks
- Good value-for-money
- Flexibility

Contact

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Approach

The implementation strategy was decided together with the client after the analysis carried out by the consultant appointed by ROPARDO. Given the information on-site, our consultant analyzed the specificity of the business activities and submitted proposals as follows :

- recommended information flow ;
- iMobileDistribution operational modules and their physical distribution in the work units of the client;
- hardware equipment needed and their physical distribution in the work units of the client.



Technically and logistically, the implementation was based on rigorous pre-testing and independent stages.

Results

- operational integration of different work units: administrative office, production unit, distribution fleet, sale units
- integration of work media: electronic and hard copy
- easy integration with accounting software solutions;
- flexible routes: client addition or removal;
- possibility to enter orders in advance and return goods;
- intuitive user interface, very similar to previously used hard copy documentation;
- color codification;
- possibility to manage items on one screen;
- touchscreen-driven operating.

