



## Overview

Whether you have ten or thousands of mobile workers in the field, *Sales Supervisor* from Versatile Systems is the easy way to manage them and increase productivity, sales and accuracy.

*Sales Supervisor* is designed to manage and automate mobile workforces where the objectives to:

- Increase customer satisfaction
- Increase revenue
- Reduce costs
- Improve productivity
- Improve information quality & availability
- Improve business responsiveness
- Standardize business processes
- Control individual & business measurements



*Sales Supervisor* enables centralized control and management as well as providing activity support and improved information for account managers and sales representatives in the field. *Sales Supervisor* can be easily integrated with your existing business systems to ensure the effective use of information within your enterprise.

## Proven Technology

The *Sales Supervisor* mobile application runs on any Microsoft Windows device, and is built to utilize the latest Tablet PC technology.

Versatile can help you find the Mobile Device that is right for you and your business. The *Sales Supervisor* Server runs on Microsoft Windows Server and Microsoft SQL databases.

Keep reading to find out how *Versatile Sales Supervisor* helped a world-class beverage and confectionary company to automate sales and merchandising and increase sales.

**Versatile** specializes in implementing business critical information technology solutions, uniquely combining our proven intellectual property with premier partner technologies to provide our customers with the competitive edge needed to succeed in today's environment. From the data center to the desktop and from the warehouse to the customer, Versatile Systems has innovative solutions that will revitalize and energize your business. Whether its generating revenue, creating efficiencies, engaging customers, or managing the distribution channel - Versatile has the products and the people that make complex technologies work.





## CASE STUDY

### Business Challenges

Cadbury Schweppes had chosen SAP R/3 as the global standard for its back office systems and wanted a way of improving the efficiency and quality of information from its sales and merchandising personnel. Many Cadbury companies were using old portable input terminals, which were becoming obsolete. Additionally the software on them was not capable of performing all of the functions necessary to provide the level of customer service required. The new system had to be quick to learn, have an easy transition from existing systems and work effectively in a mobile environment.

### Automated Solution

The system was used initially by Trebor Bassett (a wholly-owned subsidiary of Cadbury Schweppes) to automate their sales and merchandising representatives. The system automated a number of activities including: Journey planning, Account Management, Merchandising, Sales, Stock management and Market analysis. Tablet PCs were used to enable the software to be used in a mobile environment. The Sales Supervisor system is optimized for use on mobile hardware and includes handwriting recognition, scribble notes, verbal orders, customer signature capture among many other features. The system provides integration with SAP R/3 to ensure the latest products, prices, promotion information and customer details are available to the mobile workers.

Every morning the sales and merchandising representatives are presented with a list of accounts to visit, a list of activities to be performed and the latest information about products, promotion deals, customers, prices etc. Representatives can send in orders and visit information from home, a hotel or while on the move, via mobile phones. Due to the success of this project, Cadbury in the United Kingdom, Ireland, Spain, Australia and New Zealand soon adopted the software.

### The Outcome

"...We surveyed the market and chose Versatile Mobile Systems to automate the sales force of Trebor Bassett. We did so because of their proven expertise. We are able to work effectively with them - we see them as a total solution provider, not just a software vendor."

**David Charlton**  
Information Systems Manager  
Trebor Bassett

"Following the successful implementation and subsequent use of the system by Trebor Bassett, we decided to adopt the Versatile solution as a component of the Cadbury Schweppes Group Confectionery Global Best Practice Initiative. The Versatile solution is capable of supporting diverse country-specific requirements, including multiple languages and different operational needs, whilst allowing the level of standardization we require within the group to achieve best practices."

**Richard Bosdet**  
Logistics & Systems Manager  
Cadbury Schweppes

### Sales Supervisor – A Modular Approach

**Features** – Multiple companies, multiple languages, multiple job roles, operational rules/preferences

**Account Management** – Account distribution, contact information, call procedure, notes, objectives, pricing policies, promotional deals/ spend, targets, order/delivery status tracking.

**Team Management** – Activity definition, performance objectives, job role definition/ user profiles, reporting hierarchy.

**Easy-to-Use** - Pen operation, tablet pc, remote data synchronization. touch screen technology removes the need for additional input hardware such as a keyboard or a mouse.

**Journey & Visit Planning** - Central/individual management, user-defined criteria view visits by month/week/day, visit objectives & notes.

**Order Taking & Management** - Direct & indirect orders, discounts/promotional rules multiple order types, authorized product lists.

**Market Analysis** – Product availability analysis, competitor analysis, product positioning, visit effectiveness analysis, customer survey.

**Merchandising** – Facings/out-of-stock recording, plan-o-grams/shelf layout review, display objectives, promotional equipment usage.

**Credits and Collections** - Give credit in store, arrange collections

**Multimedia** - Promotional videos, product or parts graphics audio notes

**Promotion Management** - Calendar view of promotions, target by TV region, type etc. track promotional equipment

**Reporting** - design reports/enquiries, define recipients define method of delivery.

**Integration** - Accounting, CRM, and other systems via flexible interfaces. Utilize your existing customer, product, product list, and promotion data. Or, run in standalone mode, managing your customers, products, product lists, promotions etc from the Sales Supervisor Server.



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