

ROI SHOWCASE

Southern Wine & Spirits of California

FUJITSU CASE STUDY

Southern Wine & Spirits of California

Headquarters: Miami, Fla.

Line of business: Beverage distribution

Delivering Superior Service

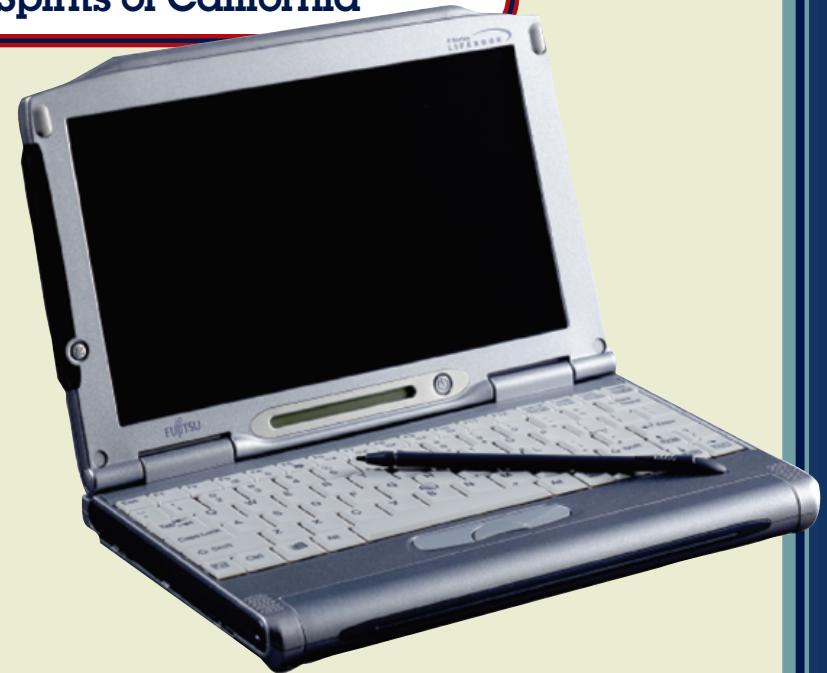
As a division of America's largest distributor of wine, spirits, beer and other non-alcoholic beverages, Southern Wine & Spirits of California is dedicated to delivering superior customer service to retailers and restaurants.

Previously, sales representatives were informed through printed product data sheets, accounts receivable records and inventory lists. However, given the ever-changing nature of the business, printed materials became outdated as soon as they were delivered.

With more than 500 sales representatives across the state, the company's executive team decided to implement a technology infrastructure that would enable the sales team to be better informed and more responsive to customers. The solution would also provide the sales management team with sales reporting and analysis tools to help them track the status of their territories at any given time.

The executive team implemented a Web-enabled salesforce automation (SFA) application for the sales team and a Web-based reporting and analysis tool for sales management. Given the mobile nature of the salesforce, each representative was outfitted with a Windows CE device, but the device proved too slow for the application.

Having used Fujitsu notebooks



in the past, the company decided to implement the Fujitsu LifeBook® P1000 notebook. They were impressed with the LifeBook P1000 notebook's sleek and versatile form factor, and sales representatives could easily navigate the SFA application with the notebook's wide-format touch screen.

The company also decided to equip more than 300 sales managers with the Fujitsu LifeBook S6000D notebook. They chose the LifeBook S6000D notebook for its light weight, thin design, large screen and reliability.

Immediate Positive Impact

The switch to the LifeBook P1000 notebook resulted in an immediate positive impact on the salesforce. SFA application use by the sales representatives jumped from 80 to 99 percent almost instantly.

Also, the Fujitsu LifeBook P1000 notebook delivered the responsiveness that the sales representatives needed to quickly navigate through the information contained in the SFA application. The combined speed and reliability of the notebook enabled the salesforce to use the SFA application as it was intended—during customer visits. Most importantly, the notebook enabled access to up-to-date inventory information so they could be more responsive to customer needs.

The LifeBook S6000D notebook has also improved the sales management team's ability to access up-to-date sales information remotely, and its fast performance has enabled them to do their jobs more effectively.

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