

## ROI SHOWCASE

## DISTRIBUTION

**M.R. Williams, Inc.****Extended Systems  
Case Study****M.R. Williams, Inc.****Location:** North Carolina**Line of Business:** Wholesale Food  
Service Distributor**Vertical:** Distribution**Providing Full Service**

M.R. Williams is a full-service wholesale food distributor serving convenience stores, Departments of Correction, truck stops, drug stores and small grocery stores in North Carolina and Virginia. Their products include groceries, confections, beverages, health and beauty care products, tobacco, automotive items, food service, general merchandise, phone cards and novelties.

**Challenge**

To help their customers improve inventory control and merchandising efforts, M.R. Williams developed a

secure Web site and accompanying mobile application for personal digital assistants (PDAs), as well as a PDA-driven sales force automation application for its field sales consultants. To add value to its vision, M.R. Williams sought a reliable data synchronization and management component that would easily integrate its mobile strategy and be scalable to a growing user base.

**Solution**

Deploying Extended Systems's powerful mobile data sync and management software, the company, its customers and its field sales consultants transfer and share data within a centralized, client-server environment. Employees at the retail stores use Palm devices to manage inventory and order products, transferring the data via a phone connection, without the need for a dedicated workstation or Internet service. Data entry happens automatically, allowing regional managers of chain store locations to view a wide and accurate range of current inventory activity via the Internet. This mobile solution also provides M.R. Williams with a reliable server to mobilize its back-office SFA application.

**Measure of Success**

With about 90 percent of the PDAs deployed to new customers, M.R. Williams's solution has increased company sales 34 percent in the first year, and has differentiated the company in a competitive market. Meanwhile, time spent managing product returns and credits has been reduced to 10 percent of a field sales consultant's time compared to the 70-percent time commitment required by using manual systems. Feedback from customers reflects the increased profits, improved inventory control and increased efficiency.

**“This mobile system allows our customers to be profitable and make better use of their money. It puts them in growth mode instead of survival mode.”**

—Mike Williams, Owner/CEO, M.R. Williams, Inc.

**CONTACT INFORMATION:**

Extended Systems  
5777 N. Meeker Ave.  
Boise, ID 83713  
800-235-7576  
www.extendedsystems.com