

FIELD SALES ROI SHOWCASE

National Distributing Company



Fujitsu Case Study

National Distributing Company
Atlanta, Ga.

National Distributing Company (NDC) is among the top three wholesale alcoholic beverage distributors in the United States.

Business Process Challenge

A private Fortune 500 company, NDC uses technology to help achieve the personal, value-added customer service needed to differentiate itself from the competition. While in the field, NDC's 1,000 sales representatives take customer orders, monitor product reserves and inventory, perform market surveys and provide the highest level of service to ensure customer satisfaction.

Previously, NDC's sales representatives carried cumbersome paper reports along with portable data collection devices that could only send orders. "With the old system, our sales force was essentially working with week-old information,"

said Charlie Andrews, president and COO. "There was no easy way for them to immediately verify if a product was out of stock or whether the customer was on credit hold."

NDC looked for a solution that would give its reps up-to-the-minute data and the resources required to be effective in the field. "We needed our sales reps to have easy access to current information on product

availability and CRM information—everything from account status and customer-buying patterns to market data," explained Andrews.

The Solution

NDC chose DBK Concepts Inc., a VAR specializing in mobile computing, to evaluate its reps' activities and the company's IT needs. DBK determined that durable and reliable hardware was necessary to reduce repairing or replacement costs. The device also needed to offer all-day productivity, but NDC did not want to compromise extended battery life for low processing power.

Fujitsu PC Corporation's tablet caught NDC's attention. Weighing two pounds, this touch-screen device is reliable, powerful and can easily handle Web-based applications. It also has an exceptional 10-hour battery life. NDC decided to purchase 1,100 units for the sales force.

Each NDC rep now carries a Fujitsu tablet. By attaching it to a cellular phone,

they can wirelessly dial into NDC's mainframe and send and retrieve customer information from anywhere. CRM data on large web pages can be easily viewed on the device's 8-inch display.

The Benefits

NDC has seen a dramatic increase in sales productivity. With a few taps on the tablet's touch screen, reps can access up-to-the-minute information on product availability, sales history, delivery information and other data at the customer's location.

"The bottom line is providing our sales force with the tools needed to do their job better and faster," explained Davis. "With Fujitsu's tablets and our Web-enabled CRM application, they have immediate access to the information they need to provide the very best service to our customers."

In the next few months, NDC will work with DBK to leverage the tablet's functionality by making them email enabled. This will create a communications platform beyond order entry and CRM applications.

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