

Arctic Net as Norway

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Agenda

- Generelt om mobile nettverk
- Pocket Agent prosjektet
- Real life eksempel

Dette foredraget

Dette foredraget fokuserer på hvordan et mobilt nettverk kan lede til en effektiv arbeidsflyt, øke produktiviteten og forbedre kommunikasjonen på noen forretnings områder.

Innledning

- Privat og offentlig sektor leter alltid etter ideer som kan gjøre dem mer effektiv og fleksibel. Kvaliteter som direkte påvirker fortjeneste og ytelse. Et mobilt nettverk plasserer brukerne rett inn bedriftenes "hovedstrøm" og gir unektelig fordeler både direkte og indirekte.

Mobilt Nettverk -introduksjon

- Kan knytte en arbeidstokk tettere sammen
- Forsterke beslutningstaking ved raskere tilgang til oppdatert informasjon
- Kan forbedre arbeidsfolks tilfredsstillelse ved å tilby enklere og fleksibel tilgang til valgmuligheter
- Lede til nye mekanismer for kundeoppfølging.

Noen direkte fordeler

- Eliminering av dobbeltregistrering og lesefeil
- Brukerne kan konsentrere seg om salg og service, ikke papirarbeid
- Sterkt forbedret kunde service med kort respons tid.
- Bedre deling av informasjon
- Bedre innsikt for administrasjonen i selgernes aktivitet og ytelse
- Bedre produktivitet pga. real time tracking

Forretnings områder

- E-post løsning
- Varehandel
- Forsikrings agenter
- Delelagre
- Pasient systemer
- Selgersystemer
- Finansielle servicer

Hovedsak

- Handler om å bruke være minst mulig opptatt med dokumenter og PC, men utføre sin jobb uten å være for mye ute av rekkevidde.

2 hovedtyper

- On Line systemer
- Off Line systemer

Hva er et selgersystem?

- Planlegging av besøk og roder
- Besøk, kontakter
- Kjenne kundene
- Ordretaking
- Demonstrering
- Kunde statistikk
- Egen statistikk
- Service

Mine beste erfaringer med..

- Visual Studio – VB og C#
- MS SQL Server + Mobile
- Pocket PC
- Merge Replication
- Pull/Push
- Web Front End



Pocket Agent Project

Mobile Planning, Ordering
and Reporting System



Pocket Agent at a glance

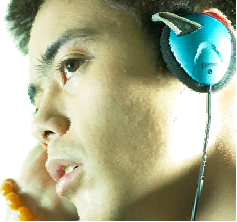


Planning
Visiting
Reporting

Pocket Agent



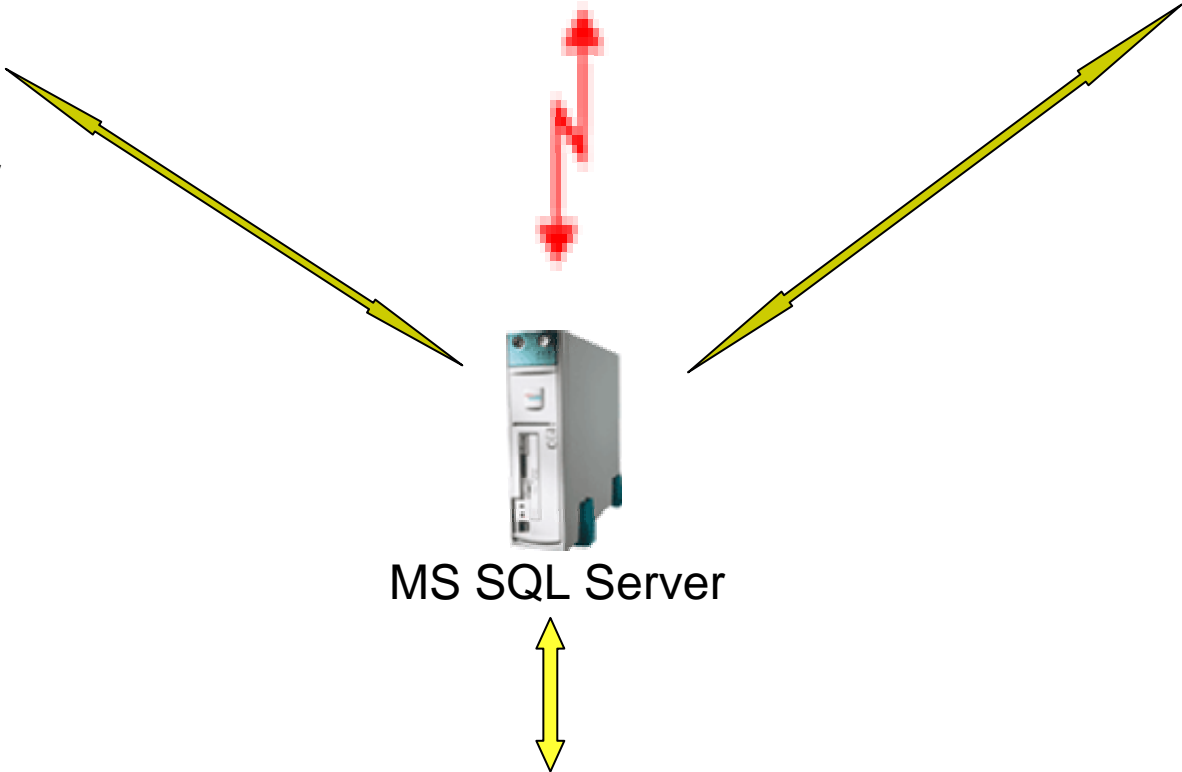
Price Cruiser
(Web Client)



Telesales



MS SQL Server



Order processing (J.D Edwards, Navision,Visma etc.)

Feature list Pocket Agent Mobile



- *Offline working*
- 📱 Partly or full synchronization
- *TTM management*
- 📱 Specialized tour planning
- 📱 Multi Sector support
- Visit status tracking
- Visit summary
- Customer Sheet
- 📱 *Product demonstration*
- 📱 *Product groups*
- 📱 *5 methods to take orders*
- Work report
- 📱 Customer inventory
- *Campaign products*
- 📱 *New product highlighted*
- 📱 *Integrated Contact database*
- Product tracking
- 📱 Daily/Monthly reports
- Sales history
- 📱 Customer history
- Order printing
- Print Daily report
- 📱 PDF request
- 📱 Bluetooth/infrared support
- Easy translation to most languages
- 📱 Escort mode
- Bar Code Scanning

Price Cruiser



- Invoice, orders, inventory ..

- POS system



- Sales force management



Main Screen





Tour Screen:

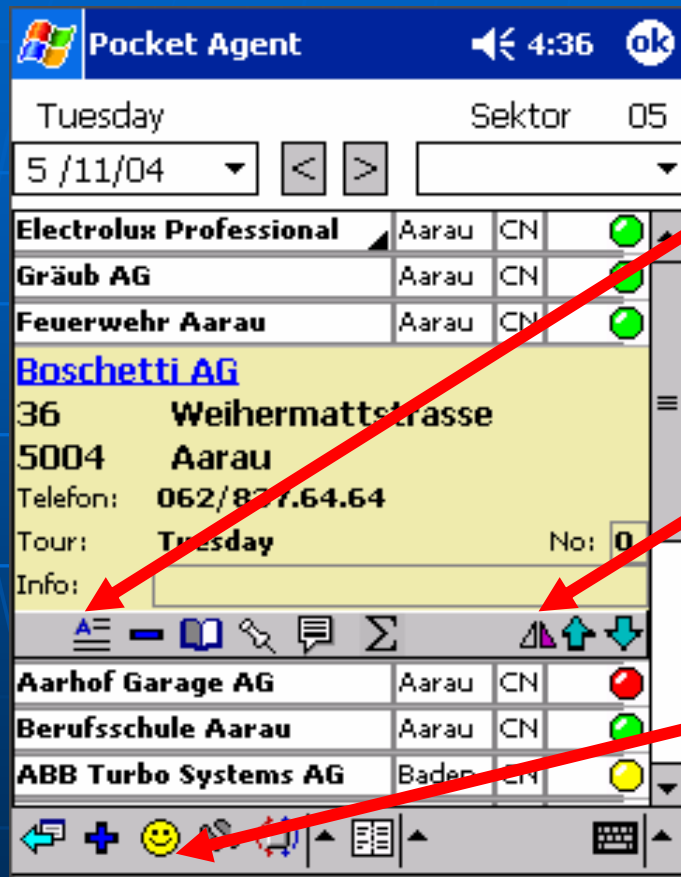
Tour guide for a working day

Customer Name	Location	Status
Electrolux Professional	Aarau CN	Green
Gräub AG	Aarau CN	Green
Feuerwehr Aarau	Aarau CN	Green
Boschetti AG	Aarau CN	Yellow
Aarhof Garage AG	Aarau CN	Red
Berufsschule Aarau	Aarau CN	Green
ABB Turbo Systems AG	Baden CN	Yellow
Chocolat Frey AG	Buchs CN	Green
Garage Rizzo	Dullik CN	Green
DAEWOO GARAGE	Fulenb CN	Green
Elektro Fürst AG	Hägen CN	Yellow
Garage Eggenberg AG	Köllik CN	Yellow
Dietschi AG	Olten CN	Yellow

- Customers to be visited
- Tracking status of tour
- All important customer info available



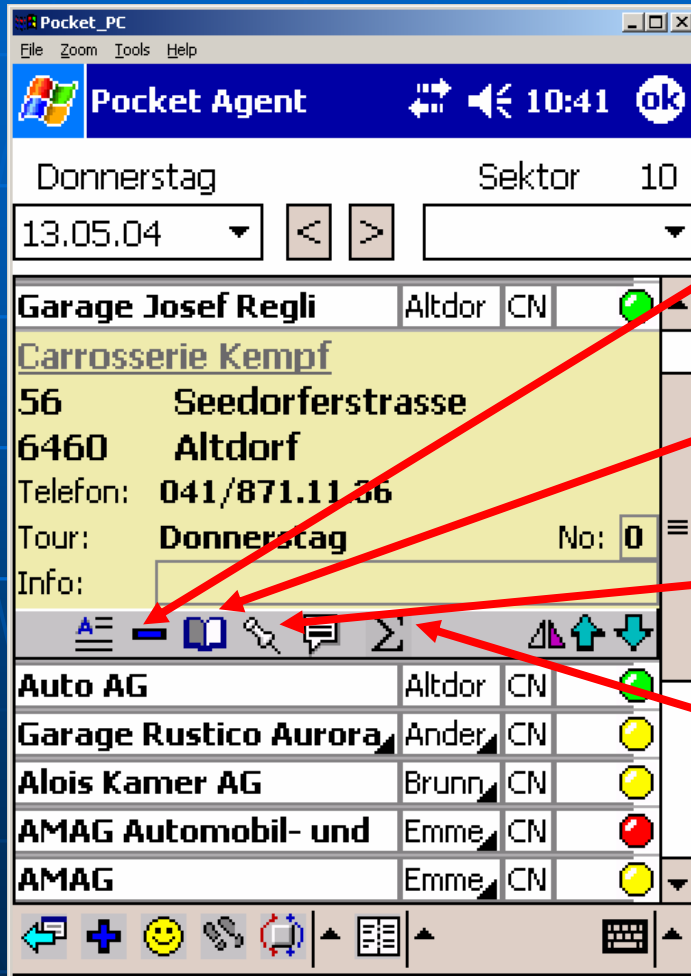
Customer Visit



- Fast access to customer and sales information
- Direct link to Navigation Software "TomTom"
- Toolbars menu with intuitive icons

Tool Bar - Icon Description

(first part)

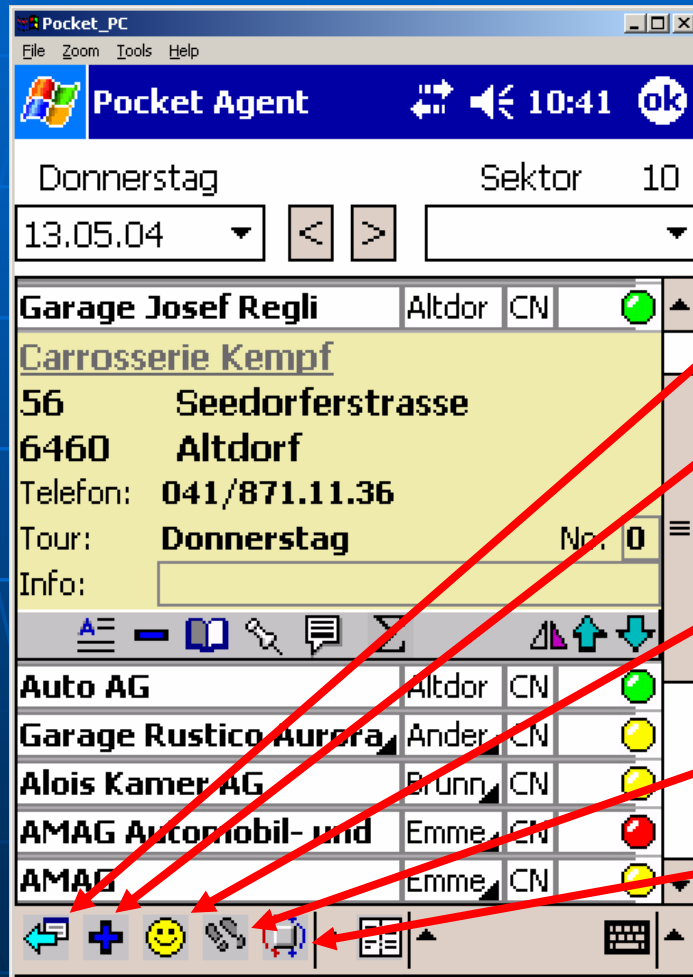


- Remove customer from tour
- Display customer sheet
- Customer contacts & notes
- Visit summary



Tool Bar - Icon Description

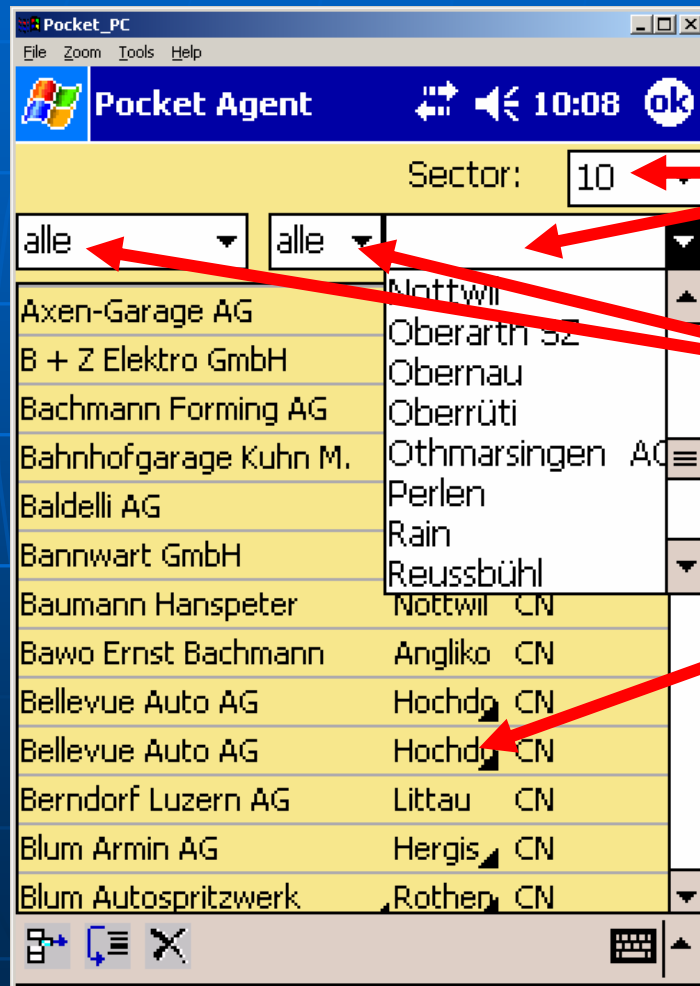
(2nd part)



- Exit
- Add customer to daily tour
- Customer address & TTM info
- Work reports
- Synchronize



TTM Screen: Selecting customers



- Filter by sectors and city

- Filter by tour day, tour number

- Customer info at one glance:

Rank (A,B,C), weeks since last visit, budget, special agreements



Customer Sheet:

History sales data for TTM planing

The screenshot shows a handheld device interface for 'Pocket Agent'. At the top, it displays 'Kannenfeld Garage' and 'C99/HALCO'. Below this is a table with columns 'Produkt', 'Status', and 'Bericht'. The table contains several rows of product data. Red arrows point from the text in the adjacent list to specific elements in the table: 'Bestellt' in the 'Bericht' column for 'KSE', 'Demonstriert' for 'HST', and 'Demo..' for 'FDD'. The interface also includes a 'ToDo' button, a dropdown menu set to 'Alle', and a bottom toolbar with various icons.

Produkt	Status	Bericht
ABS	S1	
KSE	S2	Bestellt
SOS	S1	
HST	1	Demonstriert
FDD	Fuel Guard	Demo..
ACC		Demo..
ASA		Demo..

- History, planning and reporting united in one single screen
- Shows all products previously sold, demonstrated or planed.
- Row colours for sold, new, planned and excluded products
- Filters for each work step during the visit



Order Entry Screen

Artikel	Artikel-Name	Me...
FDD	FDD- Fuel Guard	
FDDII2...	FDD II - Fuel Guard II	
FDDII5L	FDD II - 5 Liter	
FDDII250ML	FDD II - Fuel Guard II	

Me...	Preis
48	12
24	13
3	16
1	21

Preis: 13

- All codes for different size/content
- Select only code and quantity
- Different price for different quantities supported
- Customer price-groups supported



Order Header

Pocket Agent 11:17

C.FRIMANN-DAHL A/S

Retour Yes No -55y77

Handling note

Direct order

Contact Atle Kaaven

Order Total 879.45

- Basic information for the order
- Uses server side templates for remarks
- Screen can be customized for different needs



Visit Summary

Pocket_PC

File Zoom Tools Help

Pocket Agent 10:21 ok

Buck Auto

RO 312,00/312,00

Bemerkung

demonstriert

verkauft

geplant + nicht demonstriert

X ✓

- Visit remark can be added from server side templates
- Generates visit report



History Screen

Pocket_PC
File Zoom Tools Help
Pocket Agent 10:22 ok

Alois Kamer AG

Wo...	Artikel	Code	Beschreibung
2/04	349...	SOS	SOS-One Sh..
50/03	349...	SOS	SOS-One Sh..
46/03	501...	SDL	SDL - AKTION
46/03	83970	FDD	FDD II - Fuel..
29/03	E0107	KSF	KBW - Draht..
29/03	34339	PSG	PSG2 - Siliga..
25/03	E0107	KSF	KBW - Draht..
25/03	34339	PSG	PSG2 - Siliga..
22/03	E0107	KSF	KBW - Draht..
22/03	34339	PSG	PSG2 - Siliga..
15/03	83652	ORK	Re-Odoriser -.
12/03	34992	KSF	SPW - Scree..
12/03	34808	KSF	KSF212 - Scr..
12/03	83652	ORK	Re-Odoriser -.

Shopping cart icon at the bottom left.

- Complete list of past order items
- Grouped by week-numbers
- Possibility to add a new order item from here



Customers Inventory

Pocket_PC
File Zoom Tools Help

Pocket Agent 10:23

Alois Kamer AG

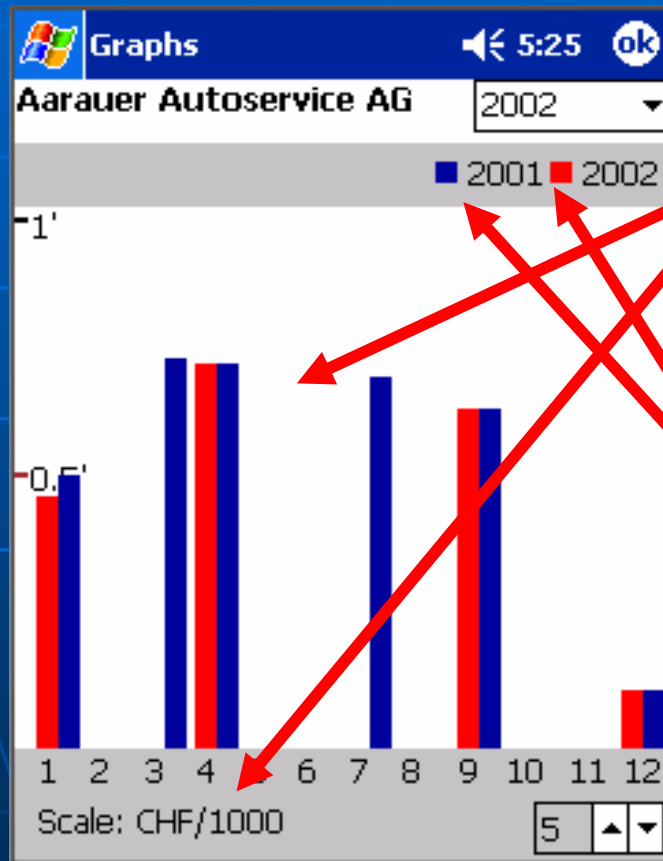
Artikel	Code	Beschreibung
83925	ABS	ABS - Acrysol
P	AUS	Versandspesen pa...
83970	FDD	FDD II - Fuel Guard II
34019A	FDD	FDD- Fuel Guard
E0107	KSF	KSF - Drahtset
83748	KSF	MPP - MS Prep
34992	KSF	SPW - Screen Prep...
34808A	KSF	KSF212 - SPEZIALP...
34808	KSF	KSF212 - Screenfr...
83652	ORK	Re-Odoriser - 200 ml
34339	PSG	PSG2 - Silgasket 2
50180A	SDL	SDL AKTION
34994A	SOS	SOS-One Shot AK...
34994	SOS	SOS - One Shot

Navigation icons: X, Shopping cart, Keyboard, Arrow

- All products ever sold to customer
- Additional useful screen to generate orders



Charts



- Shows a bar charts for volume product or value by customer
- Actual and and last year sales are compared by different colours



Synchronize with Server



- Synchronize data with central database
- Sends orders, demos, reports to server
- Full sync: Send data and receive new data from server
- Makes use of internet to connect to server



Daily Work Report

Pocket Agent 5:29 ok

Arbeitsbericht

Monday, May 10, 2004

Morgen 0 On Tour

Nachmittag 0 On Tour

- 1 Meeting
- 2 Ausbildung
- 3 Militär
- 4 Persönliche Ferien
- 5 Öffentl. Feiert.
- 6 Krankheit/Unfall

X ✓

- Salesman comments re. his half day activity for the daily report



Reporting

- Salesmen can order PDF-Reports from server showing different statistics and summary reports
- Reports can be printed on mobile printer via “Bluetooth” or infrared connection



Statistics

Pocket Agent 12:23:04

Today's Summary

	Visits	D	S	Total
N	0	0	0	0.00
R	1	1	1	879.00
R(w)				0.00
T			0	0.00
Total	14	1	1	879.45
Prod.		1	1	

- Advanced screens for many kinds of sales and visit statistics

Pocket Agent 12:27:04

Today's Visits 14/10/2004

ABC AUTOMASKIN AS	0668	OSLO
R1 /		
-		
-		
.		
ALF LIE MOTOR	1081	OSLO
R1 /		
KSF		
-		
.		
C.FRIMANN-DAHL A/S	0212	OSLO
R1 879.45/0.00		
KWH		
KWH		

Total NOK: 879.45



Central Services

- Automatic order processing (par example during night)
- Customer specific contact and to do list
- Management of new products and promotion
- Sales force work planning
- Monitoring of system activities
- Automatic generation and mailing of daily sales reports
- User rights management



Other Features

- Can be translated into most languages
- Designed on Microsoft .NET, Delphi, JAVA and SQL technologies



Savings

- Office manpower – overnight, automatic invoicing
- Spare time for Salesman results in more customer visits
- Quick and easier daily reporting for Salesman allows more time for planning
- Monitoring of Salesman results every hour if needed

Frimann Dahl as

- Pocket Agent på Ipaq
 - SQL Server
 - Merge Replication
 - Visma integrering
-
- + 30 selgere
 - Kjemikalier, verktøy, rekvisita
 - Oms. + 65 mill.