



## Candlelight

**Candlelight Products Ltd.**  
Rotherham  
South Yorkshire  
United Kingdom

[www.candlelight.co.uk](http://www.candlelight.co.uk)

**Industry:**

- Importers and wholesale suppliers of a wide range of household products and giftware

**Aspin products and services:**

- MiniSell field sales
- Online DataBridge
- MiniSell exhibition sales

**MiniSell modules:**

- Sales order processing
- Customer stock levels
- Customer history/details
- Showroom sales

**Hardware:**

- Symbol MC50
- Socket SD modem



■ Symbol MC50 used by Candlelight for MiniSell.

# MiniSell enables Candlelight to offer higher level of service

Based in South Yorkshire Candlelight Products Ltd are designers, importers and wholesale suppliers of a wide range of household products and giftware. In the summer of 2003 Candlelight went ahead with MiniSell. Now equipped with Symbol MC50 for its sales order capture both on the road and at exhibitions such as the Spring Fair NEC.

One of the main reasons that Candlelight was so attracted to MiniSell was that Aspin Management had extensive experience of working with giftware companies, which meant that they provided a product which was well suited to Candlelight's needs.

Candlelight was also impressed with the ease with which MiniSell integrated with its existing back-office system, Sage Line 500. Candlelight is able to import orders from the handhelds to Sage Line 500 using existing Sage modules. As a result, Candlelight's back-office systems required only minimal customisation in order to integrate MiniSell.

There were a number of benefits of implementing MiniSell with regards to the Candlelight's sales force. Candlelight no longer has to spend money on paper orders forms for its reps to order, the speed of ordering-taking has increased and the reps now have ready access to up-to-date and accurate information.

There has been a knock-on effect in Candlelight's sales administration department as well. Because the reps can now download orders directly to Sage via their handhelds, sales admin staff no longer need to laboriously key-in the paper orders forms which used to be sent back to the office.

Most importantly, MiniSell has increased value for the company's customers. Order data now reaches Candlelight far faster, which enables them to get the orders out to customers in a far shorter period of time and now that the reps can take the orders more quickly, with fewer errors they are able to provide a higher level of service to customers.





■ Candlelight product selection

### MiniSell Overview

- Field and exhibition order capture
- Daily customer and stock record card updates
- Information gathering and merchandising
- Journey planning and activity reporting

The MiniSell handheld order processing software allows field sales reps and merchandisers to become more effective in their daily tasks and from this promote profitability and reduce business costs.

MiniSell provides the mobile worker with regularly updated information whilst away from their administrative office, this data being sent from the head office order processing application.

Orders can be collected at customer sites or exhibitions and sent to the head office order processing application via any Internet connection. Data can be captured via barcode scanner, data listings or manual input.

MiniSell is modular, allowing you to choose which processes are relevant to your business; allowing for scalability and strategic deployment.

The application platform is any PDA or Smartphone utilising Microsoft Windows Mobile 5. The update and down date of information is handled via a secure FTP connection to the Internet connection, providing low cost and reliable communication.

MiniSell can print to any Pocket PC compatible printer via Infra Red or Blue Tooth. This enables the reps to leave account and order information with the customer if required.

### Aspin Overview

For over 20 years Aspin has provided software solutions for distribution businesses.

Our speciality is the processing of orders whether this be on a handheld device, on the Internet, via EDI or at your head office / warehouse. Our solutions are tried and tested, and in daily use by successful distribution operations around the world.

**For more information on our online ordering systems and other services, please call us on:**

**Tel: +44[0]1794 500 200 or visit [www.aspin.co.uk](http://www.aspin.co.uk)**

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