



William Sinclair Horticulture Ltd.
Lincoln
Lincolnshire
United Kingdom

www.william-sinclair.co.uk

Industry:

- Horticulture Manufacture

Aspin products and services:

- MiniSell field sales
- Online DataBridge

MiniSell modules:

- Customers details/history
- Inventory/stock levels
- Appointment and report viewer
- Sales history
- Open lines
- Undispatched orders
- Price matrix

Hardware:

- HP iPAQ 2210
- Socket CF modem

Connectivity:

- Bluetooth GPRS



■ HP iPAQ 2210 as used by William Sinclair for MiniSell.

“MiniSell significantly improves our sales order process”

William Sinclair Horticulture Ltd recently implemented the MiniSell SFA application across its UK sales force. The Lincoln based company, who specialise in a wide range of retail and horticultural products, are well known for their ‘Horizon’ and ‘J Arthur Bower’s’ brands.

The primary reason William Sinclair chose MiniSell was that they needed to improve the speed and accuracy with which their sales representatives were able to capture both direct orders and transfer orders when away from the central office. They also wanted the ability to provide the reps with sales reports whilst in the field.

Since implementing MiniSell both the reps and managers have found the software easy to use and reliable. Furthermore, MiniSell fitted into the existing AS400 infrastructure, with Aspin only making minor customisation to the software to meet the company’s requirements.

A key benefit of MiniSell for William Sinclair is that it provides the sales team with regularly updated order status and stock availability reports. This means that the reps are constantly informed about what is in the warehouse, leading to a greater chance that delivery lead-times are met.

“MiniSell has also made a significant difference at head office. Staff no longer need to key-in orders and because reps now have access to up-to-date information via their handhelds, the amount of time they spend on the phone to customer services has fallen significantly.”





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



■ The J.Arthur Bower's brand from William Sinclair

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