



The Aird Group
Forestville
South Australia

www.theairdgroup.com

Industry:

- Greeting Cards, Gift, Stationery
Fashion Accessories, Homewares

Aspin products and services:

- MiniSell field sales
- MiniSell online exhibition order capture
- MiniSell online reporting

MiniSell modules:

- Sales order processing
- Order templates
- Credits
- Customer details /history
- Diary and appointments
- Stock details
- Report viewer



■ TAG use the Symbol MC50 to run MiniSell

MiniSell enables TAG to increase efficiency and sales

The Aird Group (TAG), formerly known as Portal Aird, first implemented MiniSell in late 2004. A long term supplier of Greeting Cards, stationery and gift related products, MiniSell has enabled their National Sales force to efficiently keep up to date with customer and product information while in their sales calls and send their sales orders electronically to their Adelaide head office.

Of recent times, through the work of their IT and Project Manager, Rob Jurd, they have further enhanced the functionality and increased the level of information being sent out to their reps via MiniSell.

TAG started out using MiniSell on iPags then converted most of their users to the Motorola/Symbol MC50 device which they find more rugged and resilient for their day to day field use.

Rob Jurd - IT and Project Manager, had this to say:

“Just wanted to thank you guys and let you know how smooth everything has gone with the new system. It really was amazing how easy everything at the trade fair was and that we couldn’t have done it without Minisell.

Over the last year it has enabled us to provide more and more information to our sales team increasing their efficiency as well as sales.

I've found it so easy to suggest things and work through issues... and get results in next to no time.

It'll be a technology I can see us using for a very long time.

Thanks again for your support.”

About The Aird Group

TAG has well established strategic distribution alliances in over 40 countries around the world. In Australia TAG is a highly recognised category market leader in the industry.

TAG supply most major Australian retailers and over 1200 independent retail operators. TAG partners with major brands under license including, Christopher Vine Designs, Kyla May, MILK, Intrinsic and Anne Geddes. TAG constantly searches for innovative new ideas to expand its product offering.

In addition to developing and manufacturing desirable brand product, TAG is also Australian distributors for Portal USA, Abacus Cards UK, WPL UK and One O One Hong Kong.



■ The Kimmidoll brand was created by TAG

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 Host sales order processing application. Orders can be collected at customer sites or exhibitions and sent to the Host 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 a 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 mobile rep to leave account and order information with the customer if required.

Amsolve Software Pty Ltd Overview

Amsolve Software Pty Ltd was formed in 1998. Based in Melbourne, this company has emerged as a leader in Sales Force Automation for Australian and New Zealand companies.

AMSolve has built up a wide and varied customer base ranging from greetings and giftware companies to food services organisations.

For more information on MiniSell and our other products and services please call us on:

Tel: +61[0]3 9550 1808 or visit www.amsolve.com.au



■ TAG partners with major brands under license

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