



WIDDOP BINGHAM & Co. Ltd.

Widdop Bingham & Co. Ltd.
Chadderton
Oldham
United Kingdom

www.widdop.co.uk

Industry:

- Giftware importer

Aspin products and services:

- MiniSell field sales
- Online DataBridge
- MiniSell exhibition sales

MiniSell modules:

- Sales order processing
- Customer details/history
- Stock levels
- Report viewer
- Order templates
- Price matrix

Hardware:

- HP iPAQ 2790b
- Socket CF barcode scanner
- Brother M-Print printer

Connectivity:

- Bluetooth GPRS



■ HP iPAQ 2790 as used by Widdop for MiniSell.

Widdop recommend MiniSell

"I would have no hesitation in recommending the Aspin MiniSell system for handling all order taking through a National sales force, irrespective of age and I.T. literacy of the sales force."

Chris Illingworth - Financial Director

Widdop are the leading importer of clocks and giftware in the UK, featuring the Juliana gift, Wm. Widdop clock collections, Naturecraft and Best of Breed. The range includes figurines, photo frames, water features, clocks occasional furniture, lighting, Christening gifts and much more.

Chris Illingworth (Financial Director) commented the following on MiniSell and Aspin...

I am pleased to be in the happy position of writing this reference, which I would only do after a totally successful project implementation. As with any major complex IT implementation project difficulties are expected and invariably encountered. Whenever these occurred throughout the project duration I am pleased to say that Aspin responded immediately and positively being always mindful of target dates and overall company objectives.

Aspin proved to be a highly skilled Company with regard to the handheld computer systems and their integration into other systems. I have always felt assured that their technical expertise and depth of knowledge across the team has been second to none and they have always been able to resolve every problem that we have crossed. Consequently the integration between the MiniSell system and our IBM AS400 has been totally automated and once the system was fully configured this has operated completely on it's own everyday.

Our sales force are all highly delighted with the MiniSell system, from the most I.T. literate down to the most I.T. illiterate. The Sales force found that the system was very user friendly and after the initial training and acclimatisation period it is now unthinkable that they would be without them.

The system has had a dramatic impact on the amount of information that reps have to hand, therefore giving a much more immediate and instant response to our customers. The sales force have commented on how much time it has saved them at nights on having to analyse their orders by hand and filling out various analytical report sheets.

At exhibitions the system has enabled us to have an instant analysis of the orders that we have taken and it has reduced (by about a week) the time taken to input the orders into our Mainframe. This has allowed us to respond immediately to stock shortfalls and provides sound analysis for re-ordering purposes. Our customers have also been most impressed by the immediate order confirmation printed both at exhibitions and during reps visits."



■ A selection of giftware from Widdop

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:

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