



Images & Editions
Stamford
Lincolnshire
United Kingdom

www.images-editions.co.uk

Industry:

- Manufacturers of Greeting cards and Gift Stationery

Aspin products and services:

- MiniSell field sales
- Online DataBridge

MiniSell modules:

- Grid display
- Credits
- Inventory/stock levels
- Orders
- Appointments
- Ticket returns

Hardware:

- HP iPAQ 2790
- Socket inhand ccanner 5M
- GPRS DataCard

Connectivity:

- Bluetooth GPRS



■ HP iPAQ 2790 used by Images & Editions for MiniSell.

“MiniSell allows our sales team to supply the very best service”

“A year ago the decision was made to switch from handwriting orders to using Aspin's ‘MiniSell’ sales force automation software, on the iPAQ handheld platform.”

Geoff Fearnley - IT Manager at Images & Editions continues...

“Handheld software offers a huge advantage over cumbersome laptop applications. Importantly the handhelds do not present such a physical barrier between the salesperson and the customer, plus it's easier to carry. The MiniSell software then enables our sales team to view up to date customer and stock details, and to quickly capture and send sales orders electronically.

MiniSell also allows our sales reps to check their customer diary; view and record customer and lead data; send sales orders via email, review stock availability and make use of many other information services.

Using this information the salesperson is fully aware of a customer's requirements, giving them the opportunity of increasing sales. Before MiniSell this information was manually entered by the sales rep onto record cards.

Orders themselves, are entered into MiniSell using barcode scanning. As each line is entered the rep is advised of pertinent information such as quantity in stock and the relevant pricing for that customer.

At the end of the day the handheld is linked via the Internet to our AMSolve accounting software, orders passing through credit control and direct to the order-filling department. From leaving the handheld to arriving at the order-filling department takes less than an hour, compared to several days via the postal system. If necessary this means orders can be despatched the same day!

The software also allows the salesperson to enter appointments and operate a running diary/schedule. This information is shared via the Internet link with the sales manager enabling him to have a full overview of the sales team's activities. The software also has a messaging capability enabling the sales team and sales manager to interface throughout the day.

MiniSell allows our sales team to be aware of our customers' needs and to supply the very best service.”



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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