

CASE STUDY

MOBILITY



Guilbert

Company: GUILBERT

Business sector: Distribution of office supplies

Software: *MEDIATRANSFER*

Interconnection: VPN and PSTN

Use: To synchronise all the job data of the mobile sales force

Profile

Guilbert is the European leader in the distribution of office supplies to companies. Guilbert France employs 1,785 workers, of which 500 are distributed throughout the country.

Requirements

The mobile sales force visits companies and saves their orders on their laptops with the help of a Sales Force Automation application based on Lotus Notes.

Their way of working, results in disconnected operations and daily synchronisations. The connection with the central IS is carried out at night, in PSTN, by the secure VPN of France Telecom.

Each sales force worker needs to send their orders as well as updates to their client cards, and equally to recuperate stock information and pricing and catalogue updates. They must also synchronise their messages with the head office.

This quickly generated very big Lotus Notes databases on each laptop, which led to long replications: the connection durations often reached one hour per day.

The IS management searched for a way to optimise the solution in place, to reduce the duration of the connections and so to reduce

corresponding costs, and finally to satisfy the users .

Solution

MediaTransfer was put in place in order to automatically manage the daily connections between the head office and the mobile stations, and to transparently treat the group of necessary tasks for synchronisation and the replication of job data and messaging for the sales force.

A 32 line server was installed at the head office allowing the simultaneous processing of many connections with the remote PCs.

Observed benefits

- A reduction in connection time
- A simplification of the mobile workforce's jobs because of the complete automation of the replication operations
- Globalisation of all the synchronisations (job applications, office data, and messaging) in only one connection

“With MediaTransfer, we have brought back the number of daily connection hours from 500 to 80.”

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