

CASE STUDY

MOBILITY



LEVER FABERGÉ FRANCE

Company: LEVER-FABERGÉ
Business sector: Industry – consumer products
Software: **MEDIATRANSFER**
Interconnection: PSTN / ISDN
Use: Synchronization of professional data for the traveling sales force

Profile

As the French subsidiary of the Unilever group, Lever-Fabergé France is specialized in the design and marketing of beauty and body care products (Sun, Skip, Omo, Persil, Cajoline, Axe, Brut, Signal, Dove, Sunsilk, etc.).

The sales force consists of 100 traveling sales representatives visiting large-scale distribution outlets over the entire national territory.

Requirements

The CRM software used by Lever-Fabergé posed problems during transfers of large files, particularly address book or statistical data type files. The IS Division thus sought an outside solution for managing its synchronization. A second criterion for this choice was to find a simpler connection for sales representatives who also have to update data which is intended for other applications.

Solution

The infrastructure consists of a 32-channel MediaTransfer server and a backup server, both located in the United Kingdom. The MediaTransfer client is installed on each laptop, and takes charge of all data transfer (scheduling, connections, transfers, integrity checks and reintegration of the data in the applications concerned).

Sales representatives can connect and download everything they need for their work onto their laptops in a single operation. MediaTransfer handles CRM solution synchronizations and synchronizations of address books, merchandising software

data, external statistical data, customer follow-up reports, as well as updates of the antivirus protecting each station.

In one day the application was installed on the servers in the United Kingdom by the team in charge of the project, with the assistance of a Telelogos consultant. The know-how needed to set up the software, integrate it into the existing environment, and act as an administrator during operation was acquired during an additional day of technical training. Lever-Fabergé then deployed the software on the sales representative's laptops.

Observed Benefits

- Lower communication time compared with the synchronization integrated in the existing CRM solution
- Reliable data transfer and detailed follow up through reports and statistics
- Connection simplicity for the sales force (all transfers are included in a single communication)
- Improved laptop reliability through the updating of the anti-virus software

"The increased transfer reliability is undeniable, connection times are reduced using differential synchronization, and the sales representatives are fully satisfied."

Thierry Tourneur
Sales applications manager for Lever-Fabergé

