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PocketBiz S A L E S

The renowned record company MINOS EMI has chosen PocketBiz Sales, by SiEBEN for automating its sales department



Solution Summary

Profile:

EMI Music is one of the largest independent record label companies in the world. It operates in 50 countries world wide and represents over 1000 artists.

Technology and Products utilized:

SiEBEN® PocketBiz Sales:

- Order Entry
- Sales Statistics
- Microsoft® Server 2003, ISS6.0
- Microsoft® SQL Server 2000 & CE
- Compaq Laptops
- 3G/GPRS Vodafone Cards

Advantages:

- Salesmen productivity and number of orders have increased
- Delivery times have decreased to 1-2 days
- Phone bills have decreased
- Real time reporting for the management
- Improved customer service and timely deliveries
- Elimination of order taking errors

EMI Music is one of the largest independent record label companies in the world. It operates in 50 countries world wide and represents over 1000 artists covering all music genres and preferences. Under the EMI umbrella operate several music labels.

The Company

EMI Music Greece today is one of the most famous record label companies in the level of quality, range of music styles and market shares. It owns at present one of the biggest song catalogues; over tens of thousands of song titles. The content of the catalogues cover subject areas such as historical, political, social and cultural events of Greece dating back to the twentieth century.

Business Challenges

The company wished to update their sales department and to give their salesmen a modern tool that would enable them to complete their tasks remotely at the clients' premises fast and error free. The company's goal was to completely automate the order taking and to offer to the salesmen access to important business data that would make the sale procedure easier and effective. The management was looking for a software solution that would enable the user to be informed at any time and independently from any location about new products, revised sales figures and deals that the company has made with clients. Simultaneously the management was keen about informing their salesmen about each individual's sales figures so that they are aware about their performances compared to the set sales targets. Finally, the company sought a solution that would without difficulty and efficiently be configured to the particular sales invoices that the company utilizes.

MINOS EMI chose **PocketBiz Sales** by **SiEBEN** having as a goal the entire organisation and successful function of the sales department, in the product increase and the improvement of the customer services.

The Solution

PocketBiz Sales was the only **Sale Force Automation** software that met the company's needs. The company chose the Table PC and Laptop edition, and decided to use 10 licenses of the PocketBiz Sales modules **Order Entry** and **Sales Statistics**. Further more, MINOS EMI requested SiEBEN to integrate PocketBiz Sales with the company's existing ERP.

The PocketBiz Sales software was customized in order to satisfy the company's demands. The sales staff can manipulate the data representation so that they can compare the tax free sale price of each item and the variables that influence the price.

With the use of the Sales Statistics module the user can retrieve relevant information, reports on individual item sales that have been made at a selected time period and selected customer. With the use of this module the user can monitor their performances and improve their level so to meet company's set goals.

SiEBEN integrated PocketBiz Sales with the custom made commercial retail program that utilizes via the **PocketBiz ERP Connectivity**. Thus, the end product of this is the bidirectional real time data information to the sales representative and the company.

Advantages

PocketBiz Sales contributed significantly to the automation of the company's sales department and the increase in the sales representatives' productivity. The successful visits of the sales staff increased spectacularly. Concurrently the company's operational costs reduced at a noteworthy level since the need for customer contact by telephone communication with the company has been almost eliminated; while the data entry errors for order entry in the back-office system have drastically been reduced.

Furthermore, the company management can retrieve important information for the performance of each individual sales person, thus contributing to the efficient and successful operation of the business.

The company's customer service is also one of the departments that has been improved with the incorporation of PocketBiz Sales software. Now customers are aware of their orders details (final costs, delivery date according to available stock, past sale price, etc.) at all time during sales procedure.

Why did MINOS EMI choose SiEBEN?

The company MINOS EMI created a specification for the Sales Force Automaton solution that 2 companies competed for. At the end the company chose SiEBEN, since PocketBiz Sales represents the most modern application in the mobile office market. Moreover SiEBEN's well qualified personnel offered reliable custom solutions to all special requirements that were raised.

"We selected PocketBiz Sales, by SiEBEN after extensive market research. PocketBiz Sales is the only solution that can cover our company's requirements."

Spyros Fagogenis
IT Manager
MINOS EMI



PocketBiz constitutes a pioneering mobile platform by SiEBEN. It was presented for the first time in May 2001, and ever since then numerous applications have been developed and presented for various industry fields. The PocketBiz platform is exclusively dependent on Microsoft® technologies.

For Further Information:

For further information concerning the products and services of SiEBEN, please contact the department of sales at the telephone number: +30 210 2725350 or by e-mailing at: sales@sieben.gr. For information on products through the internet visit the site address: <http://www.sieben.gr/products> and for the services provided visit the site address: <http://www.sieben.gr/services>.

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