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## FHP Hellas has chosen PocketBiz Sales by SiEBEN to update their sales department

*FHP Hellas was founded in 1992 and today employs 46 persons, being the leader in the field of industrial cleaning products and exports in the Balkan region. The company is a member of the FREUDENBERG Corporation, a world leader in the non-woven product market with an enriched hi-tech product line, like mechanical tools for domestic and professional cleaning, as well as mobile phones, car industry, etc.*

### **The Company**

**Freudenberg Corporation** currently employees 28.500 employees in 12 different activity sectors, one of these is the branch of the domestic house products by FHP-Freudenberg Household Products. The corporation's home and production sites are found in 39 countries of the world. Freudenberg household products are used in millions of homes all over the world, as flagship brands **Vileda** and **Wettex**. These brands are chosen for their quality but also their innovative products that enable the consumer's daily chores to be easier and more effective.

### **Business Services Required**

FHP Hellas uses an ERP system, Compact 400, with helps the management control the entire commercial-sales-finance component of the business as well as other internal operations. A severe problem that the company faced was the procedure for Order Entry by the salesmen.

The company's goal was to modernize the sales department and automate the internal handling procedures. The management wished to achieve a fast and accurate communication to its salesmen about topics concerning new products, revised charges, detail information about new launched products, client information, available and depleted stock, etc.

The salesmen required a tool that would enable them to negotiate successfully their sales, reduce errors while order entry, payments and control over their money.



### **Solution Summary**

#### **Profile:**

FHP Hellas (Freudenberg Household Products) is part of the BU of the multinational Freudenberg corporation and represents products such as Vileda, Wettex, etc in Greece.

#### **Technology and Products utilized:**

SiEBEN® PocketBiz Sales (Desktop Edition):

- Order Entry
- Costumer Ledger Card
- Money
- Sales Statistics
- Merchandising

Windows Server 2003, IS6.0

- SQL Server 2000 & CE

DELL Latitude X300  
3G Vodafone Mobile Connect Card

#### **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

FHP Hellas was interested in a solution that would enable the company's salesmen to reduce errors and operational charges, while at the same time would improve the offered services to costumers as well as offer crucial reports on salemen performance for the company's management.

## **The Solution**

PocketBiz Sales was the sole solution in the Greek Market that could cover the needs of FHP Hellas. The company decided to purchase 14 user licenses of the following modules: Order Taking, Costumer Ledger Cards, Money, Sales Statistics and Merchandising. Subsequently the company asked from SiEBEN to integrate the application to the company's ERP (Compaq 400).

The solution that PocketBiz Sales offers to a company's sales department is the ability to synchronize remotely their data to that of the company's back office system, therefore achieving an operational efficiency by reducing the bidirectional communication period. This is done with the use of real-time 3G technology. With the real-time communication the company's back office system is always informed about stock movements, sales and available stock.

Furthermore, the automation of the order entry within the ERP eliminates duplicated orders therefore reducing critical errors from happening. The application enables salesmen access to information concerning client details (address, last orders, business sales figures and balance) and therefore can negotiate a better sales deal. Additionally, with the use of the Money Module critical errors during payments were reduced having as a result a better management over sales payments. The sales staffs are informed at all times about their personal sales performances according to each product, costumer and finally company sales targets.

Finally the company's management has in its procession a valuable tool which offers them reports over sales issues, as well as control and efficient usage of the sale network.

As mobile device FHP Hellas chose portable light weighed laptops and specifically the DELL Latitude X300 so that the salesmen have a device that would give them freedom of movement and usage during a sale as well as the ability to cover their back-office needs for remote internet emailing usage.

## **Advantages**

PocketBiz Sales contributed significantly to the company's restructuring and automation of the sales department. The company management observed that the client visits increased and this was reflected on the sales figures increase. The salesmen decreased significantly the number of telephone calls and the unnecessary traveling. Errors were reduced to a minimum with a consequence the noteworthy decrease in product returns from clients, while at the same time the company's operational costs

*"Following a market research, we chose PocketBiz Sales by SiEBEN because we considered it to be the only software solution in the Greek Market that would best satisfy our needs and give us an advantage over our competitors"*

**Socrates Gullis**  
Regional IT Director  
FHP Hellas

*"With the use of PocketBiz Sales and our association with SiEBEN we have obtained a professional platform to aid in our operational business needs. With the use of this software we have achieved a development in our work and productivity in the working hours."*

**George Lioutas**  
Commercial Director  
FHP Hellas



decreased as well. The company's requests for a real-time reporting of salesmen performance to the management was achieved with a consequence that each department can be operated efficiently and take better decisions on operations.

Finally, the customer service improved and the company's Customer Service Level increased. Now the customers can have a more detailed informing on their order (total costs, order delivery stock availability dependent, previous sale price according to each item, etc) at any time during the sale.

### ***Why did FHP Hellas choose SiEBEN?***

FHP Hellas created a spec for a Point Of Sale solution that a total of 5 companies competed. The company's management chose SiEBEN seeing as the PocketBiz Sales represents the most contemporary innovative solution in the mobile business market.

Moreover SiEBEN's well qualified personnel offered reliable custom solutions to all special requirements that were raised. Finally, PocketBiz was the sole solution for the company management that would communicate successfully with the Compact 400 as well as all the other ERP's in the market in a small period of installation time.

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](mailto: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>.

