



Impressive presentation space

The LEONARDO glass cube is a highly impressive multi-functional building that allows customers to see the brand's latest products in an appropriate atmosphere. They can also place their orders using innovative and state-of-the-art scanner terminals.

Mobile data capture in sales

How scanners can replace paper order pads

glaskoch B. Koch jr. GmbH + Co. KG is a company best known for its LEONARDO brand. It has long been a pioneer when it comes to mobile data capture in its ordering systems: An innovative software solution on practical CASIO scanner terminals allows LEONARDO field staff at trade fairs and sales exhibitions, and of course in the customer's shop, to take orders and record articles using their ID codes. The order data is then transferred via mobile communication to the sales headquarters in Bad Driburg. The innovative solution for mobile data capture has led to a number of achievements, including a further reduction of the company's already low error rate during order entry and even shorter delivery times.

LEONARDO sales representatives have been using mobile data capture systems in their ordering processes for decades. Around 80 percent of all orders are transmitted to the company's enterprise resource planning system electronically. In addition to the tried and tested method of EDI for trade, as well as online ordering, the proportion of order data transferred by sales representatives via mobile data capturing devices and wireless networking is more than 30 percent. Today, the company's field staff record order data with the MobiDiK software solution on practical CASIO terminals. The software is multilingual and intuitive, while the terminals feature an integrated barcode scanner so that orders can be sent to the central enterprise resource planning system as quickly as possible. Electronic data transfer is advantageous as it speeds up the process by approximately one business day. It also means that order data does not have to be entered multiple times using paper receipts and eliminates the need for any subsequent processing.

User:	LEONARDO glaskoch B. Koch jr. GmbH + Co. KG D-33014 Bad Driburg, Germany - www.leonardo.de
Industry:	Glassware trading business
Application:	Order data capture in sales
Products:	Hand-held device: CASIO DT-X7 Software: MobiDiK
Partner:	Richard Müller GmbH D-44141 Dortmund - www.richard-mueller.de



Collecting order data in customer meetings

Sales representatives no longer have to record goods orders on paper order pads. All they need to do is scan the EAN code on the product to view the relevant product details on the hand-held device display. Once the desired quantity is entered, the MobiDiK software can complete the process.

Order data capture in practice

Mobile order data capture is primarily used in two sales areas: During the regular visits that field staff make to branches, shops and retail outlets, and also during special product presentations and trade fairs across Europe. The typical order process is as follows: The sales representative starts the order capture process on the CASIO hand-held device by entering the customer number or creating a new customer. The representative and customer then look at the available product range using the products on show or, if introducing new products, using special catalogue cards containing colour images and barcodes for the article numbers. If the customer orders an item, the sales representative scans the EAN barcode on the product itself or on the catalogue card. On the colour display of the hand-held device, the sales representative will now be able to see the current item master data, e.g. name, purchase price, retail price, any special price, stock and delivery time. The desired quantity is entered as confirmation. The MobiDiK-software then displays the total value of the order recorded so far. These processes have been proven to work in practice and largely prevent incorrect orders. Any errors in quantities are detected in a plausibility check and can be corrected immediately. Direct entry of articles is

also supported, along with various search functions. The colour display features coloured menu bars that match the function keys on the CASIO hand-held device. The design of the display and keys makes the software easy to operate and helps to avoid keying errors. Once the order has been recorded in full, it can be saved so that the representative can then serve the next customer at the trade fair stand. Alternatively, it can be sent directly to the central enterprise resource planning system in Bad Driburg via wireless networking - as is often the case during shop visits. Order processing begins in Bad Driburg as soon as the order is received. The picking orders are sent to the truck drivers while the shipping documents are prepared at the same time. Field service manager Ralph Unterbäumer says that customers have noticed the effect of these rapid processes: „By processing the order without delays and ensuring it ships quickly, it's possible that goods ordered at a trade fair could arrive at the customer's premises before they themselves return home from the event. This makes a real impression.“

An ergonomic solution

The new CASIO DT-X7 hand-held device and the latest version of the MobiDiK software have helped to achieve a process quality that is virtually unbeatable. Many features of the DT-X7, such as the high-contrast



Recording new products using catalogue cards

If a customer orders a product that is not yet available, the EAN barcode can be scanned from a catalogue card. On the colour display of the hand-held device, the sales representative will then be able to see the current item master data, such as name, purchase price, retail price, any special price, stock and delivery time.



LEONARDO glass cube — the company's brand building

The LEONARDO brand building is located on the company's premises in Bad Driburg. In addition to its unique architecture, it features a large, versatile showroom and an academy area.

colour display, the coloured function keys and the various communication options offered by the handheld scanner, are provided with optimal support from the software. „But our sales representatives are also impressed by the external characteristics of the handheld device“, says IT manager Jürgen Heuer. „The device has an ergonomic yet elegant shape and a fine surface structure, making it a good match for our products and ideal for use in sales. A standard hand-held warehouse device would not reach the required level of acceptance amongst our employees or customers“. Despite its stylish appearance, the CASIO hand-held device is an incredibly robust scanner terminal for use in an industrial environment. The ergonomic position of the barcode scanner gives the device profile a curved shape. The scanner can be angled downwards slightly to improve the accuracy of the laser, and at the same time allows the user to check the display. The controls on the hand-held device are just as easy for both right and left-handed users to operate, with their large size supporting effective operation of the device. „This excellent hardware enabled us to modify our software so that it meets the requirements of glaskoch perfectly“, says Jürgen Sodenkamp, Managing Partner of Richard Müller GmbH, summarising the benefits of the new solution. He notes that sales representatives considered using smartphones as an alternative to the CASIO hardware and explains why this is not feasible: „A smartphone is a device that can do everything, but not necessarily in the best way. The operating system

is not suitable for a solution such as MobiDiK, and if you start scanning bar codes using the built-in camera, then you quickly lose patience“.

Excellent experience and rapid ROI

LEONARDO is now using around 90 CASIO hand-held devices across Europe. „Our field staff can now hardly imagine taking orders at trade fairs or in shops without high-tech support“, says Jürgen Heuer. The investment in the new technology has very quickly paid off. The cost of manually processing one order is calculated at approximately EUR 8 per day. With a daily average of around 250 orders, which are sent to head office via MobiDiK, this results in cost savings of EUR 2,000 per day.

„But we didn't want the main focus to be on rationalization and cost savings. Instead, we wanted it to be on error reduction and optimization of sales processes, so our ultimate goal is to ensure our customers receive rapid and error-free deliveries by shortening our order processing times“.

*Jürgen Heuer, IT Area Manager,
glaskoch B. Koch jr. GmbH + Co. KG*



Product and company names are registered trademarks or trademarks of their respective owners. Design and specifications are subject to change without notice. The colour represented in the images may differ from the actual colours. Screen content is simulated. All data is accurate as of December 2013 and is subject to change without prior notice.