

Gendata Turns to Nokia Devices to Provide Mobile Access for CRM Solution

Customer:	Gendata
Industry:	Manufacturing
Challenge:	Provide sales force with mobile access to customer relationship management solution
Solution:	Nokia 9300 smartphones and Nokia Eseries devices
Benefits:	Improved sales process, increased number of sales meetings, and elimination of double bookings of customer prospect meetings

Gendata is a leading printer consumable manufacturer based in Finland. The company produces ink cartridges for a wide range of printers, including Hewlett-Packard and Canon. They also supply spare parts for other major printer manufacturers. Gendata has earned a reputation for prompt, expert service, typically handling customer requests within 24 hours. The company's mission is to improve customer productivity by minimizing downtime caused by printer problems. To further enhance efficiency, printer products are supplied directly to the customer from Gendata's production center.

The Challenge

As a result of rapid growth, Gendata's business requirements were quickly expanding, causing an increased need to effectively monitor stock levels, analyze data more thoroughly, and improve the company's customer relationship management (CRM) processes. With so much of its sales staff in the field, Gendata faced the challenge of providing access to vital company resources through the Nokia mobile devices utilized by its workforce.

"We were finding it very difficult to manage our sales resources and book appointments for the salespeople," explained Mikael Gestrin, CEO of Gendata. "Our sales staff was using their own individual diary systems to book meetings,

making it impossible for administrative staff to know where the sales staff was and also when they were free to attend new meetings."

The Solution

In order to address its critical business concerns, Gendata turned to HansaWorld, a provider of integrated business solutions including financials, enterprise resource planning (ERP), CRM, e-business, retail, and production. Through the implementation of HansaWorld Business Organizer, an ERP and CRM solution designed specifically for Nokia business devices, Gendata was able to improve its sales process, increase the number of sales meetings, and avoid the double-booking of sales meetings.

"We decided to use the HansaWorld group calendar to book all of our meetings," added Gestrin. "This meant not only are our salespeople able to book their own meetings into their diary, but administrative staff can also view appointments and book new meetings."

Gendata originally provided each of its salespeople with a Nokia 9300 smartphone, and has recently begun upgrading to Nokia Eseries devices. Using these Nokia mobile devices, the salespeople are able to log in to the HansaWorld Express system and check their appointments quickly and easily, reducing the inconvenience of having to carry cumbersome laptops.

Recognizing the significant benefits of remote access to the Express database from home or from a customer site, Gendata concluded that Nokia mobile devices were the ideal tool for their traveling sales force.

Customer Profile

- **Company:** Gendata
- **Headquarters:** Espoo, Finland
- **URL:** www.gendata.fi
- **Primary Business:**
Printer consumable manufacturer

"We chose to use HansaWorld Express on our Nokia devices because of the broad functionality available within a single application," stated Gestrin. "Now we have a single, integrated solution that allows us to manage our accounting and stock information, and also permits us to log customer issues and respond to these quickly and efficiently."

The Benefits

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Nokia E61 provides seamless, encrypted mobile connectivity. The device offers advanced business call features and IP-based telephony functions, along with the ability to send and receive email, and view and edit attachments (documents, spreadsheets, and presentations) with a PDF viewer and a ZIP manager. These mobile devices also support remote device management based on Open Mobile Alliance (OMA) Device Management specifications. This provides IT administrators with powerful tools to remotely control and protect corporate data on the device; configure devices via device wipe and device lock; and manage tasks, applications, and customization.

Nokia Eseries devices also incorporate features that have allowed HansaWorld to deploy their CRM solution reliably for Gendata's mobile workers. As well as providing the sales force with a view of their customer meetings and access to update colleagues' diaries, the HansaWorld solution lets the sales team easily access customer information on their Nokia devices. Gendata salespeople are now able to check the status of a customer's order, check stock levels, place orders, and view customer account details, all from the convenience of their Nokia devices.

"The HansaWorld solution delivered over Nokia devices is increasing our efficiency as data is shared throughout the company," concluded Gestrin. "At the same time, this is helping us to improve our customer relations, as our salespeople gain real-time access to customer account details virtually whenever and wherever they need it."

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