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# REGATE CASE STUDY

## SALES FORCE AUTOMATION

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## BIZEGATE SALES FORCE AUTOMATION CASE STUDY

Regate SA, on January 2007, has successfully completed the configuration and deployment of the BizeGate Sales Force Automation suite to the pharmaceutical company J&J S.A. Since then a number of SFA and Merchandising projects have been deployed to this organization by Regate.

The final deliverable is a fully functional Sales Force Automation package for the medical representatives and sales people of the company using laptop devices and includes the BizeGate 4SF, BizeGate Reps, BizeGate Supervisors and BizeGate Reporting modules.

## CLIENT PRESENTATION

Johnson & Johnson (NYSE: JNJ) is a global American pharmaceutical, medical devices and consumer packaged goods manufacturer founded in 1886. Its common stock is a component of the Dow Jones Industrial Average and the company is listed among the Fortune 500. Johnson & Johnson is known for its corporate reputation, consistently ranking at the top of Harris Interactive's National Corporate Reputation Survey, and was the first corporation awarded the Benjamin Franklin Award for Public Diplomacy by the U.S. State Department for its funding of international education programs.

The corporation's headquarters is located in New Brunswick, New Jersey, United States. Its consumer division is located in Skillman, New Jersey. The corporation includes some 250 subsidiary companies with operations in over 57 countries. Its products are sold in over 175 countries.

Johnson & Johnson's brands include numerous household names of medications and first aid supplies. Among its well-known consumer products are the Band-Aid Brand line of bandages, Tylenol medications, Johnson's baby products, Neutrogena skin and beauty products, Clean & Clear facial wash and Acuvue contact lenses.



The modules that have been installed and configured at the client site include:

- **BizeGate Platform:** This is the basic BizeGate platform to support the server-side functionalities, as well as the interconnection and synchronization between BizeGate and the remote clients.
- **BizeConnect:** Interconnection with BizeGate and the client's backoffice system (ERP, CRM, MIS).
- **BizeGate 4SF:** Sales Force Automation module to manage sales people and their daily actions (cash collections, orders, routes and visits, daily schedule, merchandising, competition, client statistics and accounting information).
- **BizeGate Supervisors:** Salesforce Supervisor Module that enables the sales supervisors to monitor their teams and their daily routine. It offers tree functionality for user and client management and integrates with the BizeGate 4SF module to provide salesman functionality to the supervisors.
- **Reporting & Statistics:** Reporting Management covering all aspects of the SFA application, including sales people statistics, sales statistics, merchandising reports, warehouse replenishment, etc.

## SPECIAL CLIENT NEEDS AND REQUIREMENTS

The specific client needs and requirements that have been developed to map the way J&J works in Greece include:

- Quota Control
- Stock Management
- Indirect Orders for Pharma-Warehouses
- Indirect Order and Management Reporting
- Order Collections
- Ordering based on specific ordering sheet (no product browsing)
- Sales people Targets based on units and turnover, per client, per area or per special segments.

## BENEFITS ACHIEVED

- Maximum management of sales and other activities with your clients
- Significant decrease in operational costs (e.g. phone calls, errors, stock)
- Short ordering lifecycle with less human errors
- Better use and flow of stock hence better stock replenishment
- Sales force automation improvement
- Quick and self-proved ROI
- Improvements in client support services
- Short-term sales improvements
- High competitive advantage

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*“The initial project was designed and deployed within two (2) months, including the User Acceptance Tests.*”

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## CLIENT SYNCHRONISATION

BizeGate has been deployed to 30 merchandisers using Windows Tablets in 2007, upgraded to Windows Mobile Motorola ES400 smartphones in 2011, and recently upgraded to iPADS for the whole team.

Communication of BizeGate with remote users is very easy, through an instant synchronization procedure, via the proprietary synchronization mechanism of Regate, via the client version of the BizeGate application. Salespeople can send/receive data either via GPRS or landlines, using the appropriate VPN connection offered by their company.

The synchronization procedure lasts approximately 10-15 seconds and sends new orders and clients, and at the final steps, changes and new records and data are being given to the mobile device, such as ageing, client statistics and accounting reports, product catalogues, pricelists, etc.

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