



Teófilo Fontainhas Neto

Mobile Enterprise

Teófilo Fontainhas Neto, reference **distributor partner of Unicer** in the trade of wide range of drinks, also operates in the market of processing and commercialization of dried fruit (carob), one of the oldest companies in the market.

The complexity of the services and the increase of business volume led to management needs of optimized and complex sales. The **Mobile Enterprise** has been successfully implemented in this company, which saw modernized the online sales interface, responding to required business needs and in particular to the sales team.

EXECUTIVE SUMMARY

Customer: Establishments of Teófilo Fontainhas Neto - Trade and Industry, SA.

Sector: Commercialization / Distribution of beverage and transformation of carob

Location: São Bartolomeu de Messines

CHALLENGE

Teófilo Fontainhas Neto, a company linked to the commercialization and distribution of beverages sector was faced with various problems caused by obsolete solution pre-sale that were available to the commercial team.

The difficulties update presented, limited access to information from the commercials and the fact that this only be operating through PDA's, represented gaps throughout the sales process.

CHALLENGE

- ▶ Software Change;
- ▶ Integrated solution and multiplatform;
- ▶ Simplify tasks (pre-sales);
- ▶ Increase the level of productivity.

APPROACH

Adopting a complete online sales solution, totally integrated with the current management system ERP PRIMAVERA.

RESULTS

- ▶ Information available in real time;
- ▶ Higher autonomy from the sellers;
- ▶ Increase productivity;
- ▶ Cost reduction with updates;
- ▶ Optimizing the sales procedure;
- ▶ Reducing dependence of the administrative team;
- ▶ Synchronization and direct access to information.

“Our business required new features and urgent updates, particularly in terms of direct processes of online sales, a multiplatform, operational solution in most modern devices was needed.”

Augusto Ramos, Administrator, Teófilo SA.

APPROACH

By the partnership and the commercial relations existing for over 10 years between **Teófilo Fontainhas Neto** and **Algardata**, in one of the visits was presented the challenge of trying to develop a joint project, once that the market didn't have any integration solution to a deep level.

Formalized the project, gathered efforts, know-how and top technology, initiating the development of the **Mobile Enterprise** - Online Sales Interface. Online solution fully integrated and adapted to the business needs of the organization.

*“The **Mobile Enterprise** Solution it is fully integrated with our **ERP PRIMAVERA**, through internet access, our pre-sales team has full autonomy to manage the entire sales process with the customer.”*

Augusto Ramos, Administrator, Teófilo SA.

IMPLEMENTATION

It was verified a complex implementation of this solution, being this one performed in several stages to avoid delay or interruption of customer activity. The process began with a stage of testing, analysis and specific assessment to better define and organize the team work, including the **sales team** by the customer and **key users** for a specific monitoring throughout the process. All this stage occurred before the start of production, for resource optimization.

The implementation process of the **Mobile Enterprise** has been done during few months. As usual in any implementation of new solutions there were some problems with communication because of the mobile network coverage, which led to choose to readjust the level of documentation and consultation of application data. After the resolution and necessary adjustments, the solution has become more robust, complete and reliable, able to respond to common problems.

*“The critical factor of **Mobile Enterprise** differentiation is the possibility of developing and customized solution to the business needs of the company.”*

Augusto Ramos, Administrator, Teófilo SA.

The work done between **Algardata** and **Teófilo Fontainhas Neto** companies, presented a favorable outcome to the two organizations. The **Mobile Enterprise** resulted in online sales interface, integrated, cross-platform (tablets, smartphones, desktop). Intuitive interface with ability to obtain useful real time information, reducing travel time by the sales team, resulting in an increase of productivity for the company and increased customer satisfaction.

*“With **Mobile Enterprise** now we have a bidirectional flow of communication, at both the **ERP PRIMAVERA** and pre-sales team.”*

Augusto Ramos, Administrator, Teófilo SA.

ADVANTAGES

- ▶ Simple and intuitive interface;
- ▶ Optimization of the sales process (direct and online);
- ▶ Easy information access from the sellers;
- ▶ Dematerialization of information;
- ▶ Personalized documentation and reports;
- ▶ Customers satisfaction;
- ▶ Increased sales.

IMPLEMENTED SOLUTIONS

- ▶ **Mobile Enterprise** – Online Sales Interface
- ▶ Integration: **ERP PRIMAVERA** (existing customer)



“Based on more technology and less human resources, Mobile Enterprise allowed us to reduce errors in the process of selling about 25% and consequently lower costs with updates.”

Augusto Ramos, Administrator, Teófilo SA.

Product page

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