

Portability & Reliability:

Products that put the power of data capture, communication and connectivity in the palm of your hand.



Motorola MC35
Enterprise PDA

Your managers, executives, doctors and salespeople can't be tied to a desk. To be effective, they have to be on the shop floor, with an important customer, at a patient's bedside or in the retail aisle. With this durable enterprise digital assistant, they have immediate access to the most current enterprise information, using both voice and data communications on a single device.



Motorola MC50
Durable PDA

Put the power of a cell phone, PDA, computer, scanner and imager in the hands of your mobile workers with the first rugged enterprise digital assistant. Designed to withstand all-day everyday use in nearly any environment, this rugged compact device delivers true anywhere anytime wireless WAN/LAN/PAN voice and data communications, including superior voice functionality, data capture and the power to run nearly any application.

Sealed against dust and moisture, this device provides everything your mobile task workers need to achieve a new level of enterprise productivity — whether they are in the warehouse, on the delivery route, on the retail floor taking inventory, or in a hospital.



Motorola MC70
Rugged PDA

MZ 220 2-Inch Printers Offer the Power of Zebra in the Palm of Your Hand and Takes Your Business Where it Needs to Go! Each tiny MZ printer can be a smart assistant for mobile receipt printing applications where you need quick, simple receipts on demand. Use 802.11g, Bluetooth*, or IrDA to connect to Zebra RW420 or smart phone device and produce crisp, clear receipts!

Zebra MZ 220



The Zebra RW 220 is a 4 inch mobile printers ideal for receipts on the go. Its modular design allows users to choose among secure wireless options and card readers. The Zebra RW420 printer also offers convenient vehicle mounting and charging options, as well as user-intuitive interfaces and angled display for easy use while on the go! Additionally, the RW 220 has a high speed processor and large memory for quick and efficient processing of complex receipts, graphics and fonts using sophisticated wireless options.



Zebra RW 220

Partner Focus : NewsPage



NewsPage is one of the leading providers of mobile applications and services in the market. NewsPage has two product suites, EXPRESS and TRACKS.

EXPRESS from NewsPage is a family of revolutionary end-to-end mobility applications that automate field activities of sales representatives, merchandisers, market surveyors and other areas of field representatives. EXPRESS applications results in increased productivity, increased sales volume and calls, reduced back office costs, shorter order to delivery lead time, improved customer service and visibility on sales service activities. Customers of EXPRESS include Colgate Palmolive, Nestlé, Dumex, Energizer, Guinness Anchor, Fonterra, Energizer, Merck, Schering Plough, Sanofi Pasteur and many more.

NewsPage TRACKS is a state-of-the-art mobile dispatching and field automation system that streamlines supply chain and logistics processes. The real-time delivery of information is of high importance to the field service personnel to do the job right for the first time. TRACKS allows efficient job dispatching and monitoring of the field service team by leveraging the connectivity via wireless networks and mobile devices. TRACKS is targeted at companies in the courier, logistics, warehousing, transportation, services and FMCG industries. Customers of TRACKS include Singapore Post, Singapore Telecom Taiwan Post and ACE Daikin, just to name a few.



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RES Data Collection Solutions



RES MALAYSIA SDN BHD

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Field Force Automation

Streamline your business process and improve your bottom line

Field Force Automation (FFA) optimizes processes and information needed by companies who send staff or technicians out into the field or out off the office.

FFA creates a mobile system that connects the field worker with the back end. In turn, this type of system improves field worker productivity, enhances customer service, automates paper processes, assists with regulatory compliance, reduces human error, inventory turnover, delays in information processing etc.

Common Field Service Issues

Managing the delivery of work to and from the field is a key challenge for any utilities, logistics operators and any service-centric organization that manages a large field service element in its workforce.

Poor response times, errors, lost paperwork, time wastage and customer service issues are just a few of the challenges faced. Specifically problems can be identified in the following areas :

- Communication with and managing mobile workers
- Data entry and the errors that result from paper-based job management
- Large time gap between work completion and invoicing
- Managing service level agreements
- Vehicle costs, mobile phone and other communication costs
- Maintaining or improving customer service standards.

These issues affect the business in various ways, however they all have one thing in common. They all hit where it hurts most—the bottom line!

Benefits of Field Force Automation

What is it that makes field force automation such an attractive proposition for businesses?

You can deliver improved services to your customers, cut overheads and increase productivity by automating elements of field service management. By empowering your field force with the information they need, when and where they need it, your organization can benefit from :



A) Optimized Efficiencies and Enhanced Productivity

FFA can improve resource scheduling and dispatch, enabling reduction in travel time while ensuring better utilization of individual skill sets.

Automation reduces reliance on paper, which speeds up processes and improves data accuracy. Process redundancies and duplications are eliminated thus increasing efficiency.

B) Reduced Costs

Labour, communication and traveling costs are reduced through real time scheduling, automatic routing and wireless dispatch. Fleet vehicle wear and tear can also be reduced.

The ability to track inventory in real time enables the projection of timely and accurate inventory requirement. Reduced buffer stocks means lower inventory costs. Inventory consumption can also be accurately recorded and tracked thus reducing loss.

The ability to process and print receipts and invoices on site dramatically decreases the accounts receivable cycle times. Cash flow cycles can be speeded up.

C) Strategic Benefits

Improved job information, visibility of mobile workers and reporting allows more time for strategic revenue building activities

Customer service can be improved through systemized work flow, faster response times and better customer information available both in the office and to the field worker. The company can achieve competitive advantage through better customer service and the benefits of that improved service again ripple right to the bottom line as higher levels of customer retention translate into increased revenues, overall lower costs and increased profitability.



Case Study

Nestlé Malaysia enhances customer service and sales performance with Motorola and NewsPage mobility solution



Solution

Accurate real-time inventory information in the hands of the salesforce and distributors

Benefits

- Improved data accuracy
- Improved customer service
- Better customer and marketing information
- Improved sales productivity
- Improved overall employee morale

The Solution: Customisable and manageable Sales Force Automation (SFA) system for Nestlé's sales force and distributors

Using the NewsPage Mobility Framework, Nestlé created a mobile SFA system for its sales force, sales supervisors, distributors and merchandisers on Motorola's Enterprise Digital Assistant (EDA), namely the PPT8800, 8866 and MC50 series.

The SFA system has applications that are customisable and manageable which Nestlé distributors and merchandisers in different markets can quickly and easily customise according to their customers' and business requirements.

Motorola EDAs are handheld devices that offer enterprise-class wireless connectivity, functionality, and manageability, enabling real time access to people and business-essential applications. Data is synchronised and downloaded into the handheld device for up to date data at the beginning of a work day, thus giving the users access to information wherever they are.

"Sales transaction data is now updated regularly throughout the day, so Nestlé's management team can have daily visibility of sales activities," said Goh.

With barcode scanning capability on the EDAs, the sales personnel can easily capture customer information, product details, customer codes and print out receipts immediately on mobile printers, therefore minimizing manual errors and improving overall efficiency. At the same time, to ensure the sales personnel make physical calls according to the journey plan, they are required to scan the outlet barcode.

Furthermore, the EDAs are built specifically to endure all-day everyday use within the office environment and out on the road, reducing operating and support costs leading to a lower total cost of ownership.

"Nestlé chose Motorola's solution over other competing solutions primarily on the ease of use, functionality and cost-benefit factors. Scanning is a key function in our sales operations and the products were superior as compared to other competing solutions. The cost-benefit offered was also a key deciding factor," added Goh.

The NewsPage SFA solution running on Motorola devices has been rolled out to more than 71 distributors and 600 field-force in Nestlé Malaysia and Singapore. The training involved one to three days of extensive hands-on briefings with demonstrations on usage, live order taking, and how-to-use modules. This is now a pre-requisite to becoming a Nestlé Distributor in Malaysia and will be used by more than 200 salesmen in Hong Kong, Australia and the entire Asia Pacific region, Oceania, Middle East and Africa.



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The Benefits: Increased sales force productivity

The SFA system has replaced Nestlé Malaysia's manual order taking procedures, which helped the sales force to increase the efficiency of information flow tremendously resulting in:

- Improved data accuracy
- Improved customer service
- Better secondary sales data
- Improved sales productivity
- Improved overall employee morale / professionalism and self esteem.

Nestlé Malaysia won the 2007 MIS Asia IT Excellence Award - Best Business Enabler (Manufacturing). Internally, Nestlé Malaysia SFA system has been recognised as "best practice" for sales force automation and other countries are using them as a benchmark.

With information literally in its hands, Nestlé's sales force has increased its efficiency and productivity as it now has readily available information of its inventory, sales history, order status and product pricing. Consequently, sales people are able to assist customers to make faster and well informed decisions.

"An informed person is a better sales person. So the information that he or she can access from the handheld devices goes so far as to track the sales history of customers. Tight integration with the back end processes was critical and vendors helped us to deploy this successfully, end to end. These new processes have improved customer satisfaction, and more importantly, boosted morale and effectiveness within the sales teams," said Goh.

By the end of 2006, 95 percent of total distributor sales representatives were using Motorola handheld devices. The number of outlets covered has increased to more than 90,000, up more than a 100 percent from 2004. The average monthly sales measurements have been built into the Journey Plan for each outlet for each sales representative. The Journey Plan adherence is transparent and is a measurement for productivity gains.

"At the end of the day, it's all about the bottom line. Driving efficiency up and costs down, while enabling faster decision making are key priorities for the business. By tightly integrating Motorola's mobility solution and services with our chosen sales force automation software and back office operations, we now have an end to end solution that has a direct impact on our success as a company," said Goh.

"The Motorola Sales Force Automation system has replaced Nestlé Malaysia's manual order taking procedures, which helped us transform the sales force, tremendously increasing efficiency and putting us on the road to achieving our vision of FLAWLESS EXECUTION."

- Ganesan A., Sales Director, Nestlé (Malaysia)

Company Overview

Headquartered in Vevey, Switzerland, Nestlé employs over 250,000 people in more than 500 factories and offices in 80 countries around the world, making it the world's largest food company.

Its mission, to bring the best and most relevant products to people, wherever they are, whatever their needs and throughout their lives, is the driving factor behind Nestlé's ongoing goal to grow through innovation and constantly reinventing itself. At the country level, Nestlé is committed to adapting to local needs, while supporting global product lines. With this commitment, long term potential is never sacrificed for short term gains.

The Challenge: Manual inventory management process and insufficient information

Nestlé sells an extensive range of grocery products through its own sales force, and distributors' sales forces. In their daily visit to the customers, the sales teams are expected to perform a number of different activities such as market surveys, asset tracking and merchandiser audits to gather customer and market intelligence. However, most activities have traditionally been carried out manually using pen and paper. This resulted in lost time and was prone to data entry errors. Manual processes also often lacked checking mechanisms. As a result, the accuracy of secondary sales data has always been a key concern.

Another challenge was with the way information was managed. When a sales person was on site with a customer, he or she often lacked the necessary information on hand to respond to basic questions such as stock availability, product information, order status or current pricing. What they needed was a tool to sell the right product range at the right outlet, in the right channel and with right promotional activity.

"To enable us to scale our operations efficiently and cost-effectively, we needed to look for new technology and solutions that would increase productivity manifold, without necessarily increasing cost," said Patrick Goh, Sales Project Manager, Nestlé (Malaysia)

Customer Profile



Company
Nestlé Malaysia

Location
Malaysia

Industry
Food & Beverage

Products
Motorola PPT8800,
PPT8866 and MC50

Partner
NewsPage