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REGATE CASE STUDY

SALES FORCE AUTOMATION

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BIZEGATE SALES FORCE AUTOMATION CASE STUDY

Regate SA has successfully completed the extension of the BizeGate platform at the company COSMOSLAC S.A.

The final deliverable is a fully functional Sales Force Automation package running on Android devices and includes the BizeGate 4SalesForce and BizeGate Reporting modules.

In the past, the same product has been deployed in Windows Tablets and Blackberry devices by using the BizeGate platform.

CLIENT PRESENTATION

COSMOS LAC SA was founded in 1983 under the name P & V SEGKOS Ltd. Its major founder was Mr Panayiotis Segkos holding a 60% share. The company's major activity back then was the production of spray paints and the commercialization of abrasives and polyester materials.

The company COSMOS LAC begun its business with a minimum personnel of 7 people and after its first year of operations, its sales reached around €30.000. Its first hired factory was situated in Markopoulo-Attica, with a small production of spray paints and in few colors.

Every year, COSMOS LAC presented an important sales increase. This was firstly due to its founder Mr Panayiotis Segkos, its personnel, and the company's consistency toward its suppliers and clients and to the quality of its products.

The above increase had as a result the enlargement of its production in different colors as well as in new product applications



In 1995 COSMOS LAC changes its legal entity from Ltd to SA and Mr Vassilis Segos leaves the company, one of the two partners that started the company, and COSMOS LAC SA enters into a new stage. Two years later it acquires a privately owned factory 4500 m² in a 16000 m².

In the new factory the production modernizes, it acquires high technology machinery and moves toward the production of new products like polyester materials, high heat paints, fluorescent, aluminum and gold and wood putties.

In 1999 COSMOS LAC SA founds a subsidiary in Thessalonica in premises of 1000 m².

This year, with an investment of €100,000, COSMOS LAC SA started producing emulsion paints challenging the market with its modern look as well as with its quality.

COSMOS LAC with its seven employees and with capital of 30.000€ (1983), now has a high technology factory and 52 employees in Athens and Thessalonica. Its sales overcome €4.5 million, a large percentage of which takes place in foreign markets.

COSMOS LAC provides a wide range of products, such as paints, adhesive materials and special products for protection and maintenance that meet all the requirements of hobbyist and professionals. The high quality of the products and customer service is certified by quality management system ISO 9001.

BASIC BIZEGATE MODULES

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).

“The project was designed and deployed within one (1) month, including the User Acceptance Tests.”

- 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 a 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 client has asked for the following special needs and requirements that have been covered by BizeGate (considered as a vertical market need):

- Fully incorporated the sales strategy and pricing policies of the company
- Pricelist browsing and searching capabilities
- eOrdering and Sales Management
- Basic Reporting
- Merchandising and Competition Recording Procedures

CLIENT SYNCHRONISATION

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.

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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