



# BACARDI®

**Company :** BACARDI MARTINI FRANCE

**Industry sector :** Alcohol – Spirits

**Software :** *MEDIACONTACT*

**Networks :** Orange Business Everywhere 3G +WIFI

**Terminals :** Lenovo laptops running Windows XP

**Use :** Management and synchronization of 120 laptops

## Profile

Bacardi-Martini France is a key player in the top shelf alcohol market.

The company is ISO 9001 certified, employs 480 people in France and owns 5 production sites.

## Requirements

In early 2008, Bacardi-Martini had a project to roll out a new mobile application (CRM) for its travelling sales representatives (120 individuals). The IS Department wanted to supplement this commercial application with a software program that would enable it to manage remote terminals in a centralized manner and synchronize them.

The winning solution needed to address the following constraints:

- Hardware and software inventory of sales representatives' laptops
  - Updating and monitoring the new CRM tool
  - Security for data transfers
- Decrease in travel costs incurred due to updates.

## Solution

After studying various data synchronization and fleet management solutions, Bacardi-Martini selected *MediaContact*. Its selection was due in part to the successful completion of a distribution joint venture (LIXIR) two years earlier that had selected *MediaContact* to manage 80 laptops for its travelling sales representatives.

Today, *MediaContact* increases the productivity of Bacardi-Martini's travelling sales representatives by making it easier for them to perform daily tasks. Sales representatives can focus on their duties – they don't have to spend time worrying about malfunctioning terminals.

*MediaContact* enables:

- Synchronization of sales support documents (initially processed by the CRM application)
- Multimedia content and security patch updates
- Continuity of service despite network coverage and connection problems
- Traceability in every exchange
- Task scheduling (backup, ftp, launch of application synchronization, etc.)
- Compliance with Bacardi-Martini's security rules (flow encryption, authentication, etc.)
- Decrease in Help Desk service calls
- Optimization of communications durations
- Fast roll-out resulting in fast ROI

*MediaContact's* tracking tools enable Bacardi-Martini's Help Desk to monitor sales representatives' connections constantly and to ensure that exchanges are running smoothly. By using *MediaContact*, the productivity of Bacardi-Martini's travelling sales representatives is optimized, the laptops' level of security is increased and the number of service calls is decreased.

## MediaContact functions

used in this project:

- Remote distribution, applications maintenance and centralized monitoring
- Synchronization of data external to business applications
- Remote administration (mass registry modification, etc.)
- Help Desk support (logging, etc.)
- User data backups
- Scheduling of business application synchronization and FTP transfers
- Inventory of travelling sales representatives' laptops

*"MediaContact allowed us to eliminate our trips to other cities and regions to update PCs manually, and also gave us real added value with services such as complete management of remote computers, securing transfers between headquarters and sales representatives, responsiveness for updates, the reliability of the hardware and software inventory, connection tracking, fast incident resolution and backing up remote computers"*

**Thierry ALLART**

Bacardi-Martini France Technical Manager

