

# CASE STUDY

## MOBILITY



**Company:** TEISSEIRE

**Business sector:** Food and agriculture - Beverage producer

**Software:** **MEDIACONTACT**

**Interconnection:** TCP/IP: ADSL & PSTN

**Use:** Centralized management of 60 traveling sales representative laptops

### Profile

Teisseire is the leader in the fruit syrup market. Founded in 1720, today Teisseire is part of the Fruité group, has 215 employees, and a turnover of 126 million euros.

### Requirements

60 Teisseire sales representatives (45 for large-scale chain distribution and 15 for food service industry) were already equipped in 1992 with a sales force management solution of laptops using a Telelogos synchronization middleware. The increasing number of applications, as well as the difficulty to maintain the terminal software environment, lead IS Department to evolve this solution.

### Solution

Management of the mobile communications solution resides solely on the MediaContact software. The large-scale chain distribution sales representatives use Publisoft's Proscum sales force management software and IDC Studio/Klee's merchandising solution called Smart. The food service industry sales representatives use an in-house application developed for Lotus Notes.

MediaContact handles all synchronizations of application data between each laptop and headquarters. The MediaContact server is linked to a Business Object data-mining solution and the Domino messaging server. The MediaContact intelligent server automatically implements communications, information extractions/integrations/synchronizations with different applications, transfer or updates of office applications (PowerPoint often is large in volume), and

messaging. Information exchanged concerns all business information: client data, products, retailers, etc.

MediaContact also manages administration tasks for all stations, particularly using its automated remote distribution of different application updates. The administrator can centralize the scheduling and management of these tasks.

Today the IS Department especially appreciates the simplicity of operating MediaContact and the quality of its services, in particular those using dynamic grouping of users (populations), transfer optimization (data compression, differential synchronization, check-point restart, file splitting, etc.), and its capacity to synchronize large volumes of data.

### Benefits

- Improved productivity in managing the mobile solution
- Manual interventions of machines no longer necessary
- Well-being of the sales representatives
- Capacity to evolve

*" The MediaContact software is an essential component in our mobile solution. Its synchronization reliability gives us peace of mind and the application updates can now be done without any physical intervention. "*

Michel Tourtet  
Information Systems Manager -Teisseire

