

# Daugherty Designs Mobile Computing Solution for Over 20,000 Field Workers

## SUMMARY

Daugherty designed, developed and deployed one of the world's largest, leading edge Mobile Computing solutions to over 20,000 sales people with extremely strong results.

## OUR SERVICES

Management Consulting  
Business Intelligence  
Custom Solutions  
Mobile Computing  
ERP

## CONTACT US

For more information on any of our services please visit us on the web at [www.daugherty.com](http://www.daugherty.com) or contact us 800.737.8200.

## OFFICES

St. Louis (HQ)  
Atlanta  
Chicago  
Dallas  
Minneapolis

## BUSINESS CHALLENGE

One of the world's largest beverage companies was encountering an increasing number of demands from their national customers. It was becoming more difficult to consistently differentiate and execute national sales campaigns at the store level across the distribution network. A significant increase in the number of products made store level targeting even more important. The field team was finding that increasing administrative time was a barrier to moving into an increasingly sales focused role. Finally, it was very difficult to effectively link consumer marketing to selling objectives and results at a store level.

## SOLUTION

Daugherty recommended, designed and developed a leading technology, Mobile Computing Solution that is being deployed across a sales force that exceeds 20,000 employees. This mobile solution includes the ability to link brand marketing and sales objectives all the way down to individual store level sales objectives, handle ordering, pricing/discounting, inventory, accounts receivable, service functions and capture/analyze data for revised targeting.

Daugherty worked with the organization to complete solution strategy activities, solution design, technology development, initial beta roll-outs, pilot new national retailer initiatives, integrate into back-office systems, and launch a full rollout to all mobile workers. In addition, Daugherty continues to provide outsourced helpdesk, product support, implementation/training services and new feature development.

## PROJECT HIGHLIGHTS

- Automating a very complex, customer facing, mission critical mobile processes
- Providing an innovative new connection between consumer marketing and sales to retail
- Delivering over 12% productivity savings
- Providing up to 25% improvement in new product distribution
- Improving both sales and retail sell-through by as much as 5%
- Solution improved speed to market and reduced risk based on new hybrid build vs. buy model
- Daugherty continues to provide outsourced helpdesk, product support, implementation/training services and new feature development

## RESULTS

Daugherty designed, developed and deployed one of the world's largest, leading edge Mobile Computing solutions to over 20,000 sales people with strong results.

- Extra hour per day per sales person to sell.
- Ability to manage three times more sales objectives per sales person.
- Ability to target objectives at a product / store level.
- Up to five percent increase in sell-through velocity at the retail level.
- As much as 20-25% improvement in new brand distribution.
- Better leverage of over \$900MM marketing spend.

Engaged as a strategic partner, Daugherty Business Solutions was able to provide a unique alternative to package software and full custom development.