



## Café Folliet sales representatives increase their availability to customers and order taking on the job thanks to the rugged hardware solutions offered by Itronix



**Paris, February 22, 2005** – Itronix, the world leader in professional mobile computers, equips sales representatives from Café Folliet, a company specializing in 'laissez sur place' (on-site delivery) coffee sales solutions for more than 15,000 customers, with 40 Fex-21 rugged PDAs. The perfect solution for reliably taking orders on the job, regardless of the weather conditions.

70 sales representatives deliver and take orders from more than 15,000 customers throughout France.

Large-scale retail, the food-service industry and hotel-restaurants, Café Folliet sales representatives travel throughout the year in vans to all areas of France taking orders and selling on the spot coffee solutions. On average, each representative makes between 20 and 30 visits per day.

For each visit, the sales representative's mission is to take the order, deliver directly, complete invoices and accept payment on the spot. Only five years ago, all sales representatives managed these tasks and information on paper. So much written work was not always reliable, was sometimes mislaid and was often tedious to manage. The sales force needed mobile solutions for making correct orders and to improve their efficiency on the job.

**Problem: to provide sales representatives with a mobile application... to find 'equipment' that was strong enough to travel in all conditions.**

In 2000, Café Folliet equipped the entire sales force with a mobile solution including:

- Danem software application, which is ideal for managing orders and customer invoices.
- A fleet of general public digital assistants with a screen format that is perfectly adapted to the mobile application.

Although the DANEM application was quickly operational, the mobile solution chosen by Café Folliet was found to be inefficient on the job. The problem was that the digital assistants were totally inadequate for mobility and weather conditions encountered especially during the winter or summer:

*"We quickly discovered significant problems of reliability with our digital assistants that were completely inadequate for mobility. In this way many PDAs were broken because the hinge collapsed very easily. We had a considerable number of returns. On average, we were sending back 1/10 from our fleet to the factory for repair. The result was a financial loss and also lack of efficiency for our sales representatives,"* confirms Sylvain Gamé, Café Folliet's computer manager.

Durability is not the only problem, high and low temperatures very quickly paralyzed the computers: *"We have a lot of customers in ski-resorts where we are often asked to deliver in the*

*summer. Therefore, these general public digital assistants quickly gave up at 14°F or 77°F (-10°C or 25°C). This forced us to quickly immobilize a lot of our fleet products. We quickly realized that we needed solutions that were perfectly adapted to mobility, in all areas and in all conditions,"* added Sylvain Gamé from Café Folliet.

### **Solution: Itronix Fex-21**

The reliable and durable Fex-21 handheld computer responds, in every respect, to the Café Folliet sales representatives' field problems.

Designed to assist field service users, the Fex-21 meets the most stringent industry specifications for durability. It is resistant to:

- Repeated 48 inch (1.2 meter) drops on concrete
- Temporary water resistance, protection rating IP-54
- Extreme temperatures from 14°F to 122°F (10°C to 50°C)
- Satisfies military standards MIL-STD-810F, for dust resistance

**Result: no more breakages, no more factory products returned and greater field service representative efficiency.**

Today the 40 representatives equipped with Fex-21 have no further problems with reliability and with the Danem software, have a more productive mobile solution:

*"We no longer have any worries about resistance even when the outside temperature is very low or very high. The durability, resistance and screen quality of the product allow all our representatives to travel in all areas and weather conditions without any concerns. Therefore, we no longer have technicians immobilized due to computers not working which means improved productivity,"* Sylvain Gamé says.

As well as greater efficiency for field service representatives on the job, Café Folliet no longer needs to keep track of endless product returns to the factory for repair... which means considerable time and money savings.

Satisfied with the efficiency of Itronix solutions, Café Folliet plans to equip 30 more sales representatives with Fex-21 between now and the end of the year.

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