



Distribution AMJ

Distribution AMJ Speeds Up Customer Delivery Time with Mobile Solution from palmOne

Established in 1962, Distribution AMJ is one of the largest distributors in Quebec, servicing pharmacies and convenience stores throughout the province. In 2003, the company supplied over 10,000 products in 25 different categories to its 3000 customers, which include well-known franchises such as Jean-Coutu, Pharmaprix and Sante Service.

The Challenge

Distribution AMJ needed to find a modern solution to replace its outdated method for order processing. Until recently, the company's 22 sales reps were manually inputting orders for over 10,000 products, a process that was very time consuming for employees and often inaccurate.

Realizing it needed to modernize its order processing method, AMJ searched for an affordable solution that would allow for a reliable transmission of orders quickly and accurately. After looking at various mobile solutions from laptops to Tablet PCs, AMJ chose to work with CyberCat, an application developer in Quebec City, to develop a wireless solution on palmOne handhelds.

"We chose to work with CyberCat because they were the only developer that met all of our needs," explains Mario Duchesneau, director of Sales, Distribution AMJ. "We wanted a light-weight, mobile solution that was easy to use and affordable and the palmOne handhelds deliver on all counts."

The Solution

CyberCat developed an application for AMJ that runs on the Tungsten W from palmOne, a wireless device with GPRS connectivity supported by the Rogers® Wireless network. After an initial testing period, the company ordered over 20 units. Today, with 22 sales representatives servicing thousands of stores across Quebec, Distribution AMJ relies on Tungsten Ws for quick and accurate order processing.

The sales reps use the Tungsten W's in stores to manage product inventory and replenish store shelves by inputting orders directly on the handhelds. Using their handhelds and a smart synchronization engine developed by CyberCat called GizmoLink, sales reps key in product orders and monitor items such as product availability in each store, amounts that need to be ordered, and delivery dates, among others.

Once data is entered into the palmOne handhelds, the information is uploaded to a CyberCat server that is directly connected to Distribution AMJ's central computer system. With this automated method, warehouse employees can receive the orders within minutes and can begin processing them immediately. CyberCat's GizmoLink engine, in essence, ensures data sharing between a Web server and a multitude of palmOne PDAs.

With CyberCat's solution, sales reps can also view images of the company's 10,000 products directly on the palmOne handhelds, which further facilitates order input and ensures even greater product accuracy.

According to Duchesneau, AMJ has completely optimized its order processing procedures since using the Tungsten Ws. Turnaround time from order status to delivery is now one day, instead of the two weeks it used to take with the manual process. Order processing errors have been reduced by over 80 percent.

"Our order processing and order accuracy has improved significantly since sales reps have been using palmOne handhelds," said Duchesneau. "Thanks to palmOne and the application developed by CyberCat, our order transmission can be completed directly from any store location -- saving us a significant amount time and improving accuracy."

Benefits

- ▶ Improved accuracy as order-processing errors have been reduced by an impressive 80 percent.
- ▶ Turnaround time for product delivery has improved significantly since using the Tungsten Ws -- from two weeks to one day
- ▶ Streamlined information sharing at any time, from any store - simply click on send and you can track where the order was sent, received, and acknowledged.
- ▶ Sales staff more efficient, increasing overall productivity.
- ▶ Ease of use of Tungsten W, as sales reps can be up and running on the handhelds in minutes
- ▶ Cost-effective, mobile solution

Contact Information

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