

# ❖ A fast solution for a fast moving business



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GENERAL MANAGER  
ANDREW DATA SYSTEMS

## ❖ FACT FILE

### Company Background

- ❖ Andrew Data Systems is part of the Andrew Group which includes Andrew Ltd, Andrew Brands Ltd and Environmental Solutions Ltd.
- ❖ Product range includes fast moving consumer goods for the grocery, hardware, speciality and rural sectors marketed by Andrew Brands.
- ❖ Annual turnover of nearly \$25 million with two sites in Takapuna and Mt Wellington in Auckland.
- ❖ [www.andrewgroup.co.nz](http://www.andrewgroup.co.nz)

### Challenge

- ❖ Enable fast and reliable transfer of mobile data from 150 field staff throughout New Zealand to a central office.
- ❖ Remove reliance on paper-based solutions and double-handling of information from field representatives.
- ❖ Provide clients with up-to-the-minute and accurate information on the sales and promotion of their branded merchandise.

### Solution

- ❖ Harrier PDAs with Mobile Broadband and Telecom Remote Office providing access to central server.
- ❖ ADSSmart software developed by Andrew Data Systems enabling field staff to directly input information and create reports.

Mobile technology is enabling merchandisers to monitor thousands of stock items on supermarket shelves throughout New Zealand so they can make business decisions based on real-time information.



THE ABILITY TO COMBINE MOBILITY WITH IMMEDIATE ACCESS TO CENTRALLY HELD INFORMATION.

In the highly competitive world of fast moving consumer goods (FMCG) information such as where and how merchandise is displayed, stock availability, pricing information plus the success of promotions is essential.

Andrew Data Systems have developed software and teamed it with a Harrier PDA from Telecom to enable In Store Sales Services, a sales and merchandising company, to provide their clients with critical information in a fraction of the time it took using their previous paper-based system.

Newly formed Andrew Data Systems is part of the Andrew Group which includes Andrew Brands, a leading marketer of FMCG products for the grocery, hardware, speciality, and rural sectors.

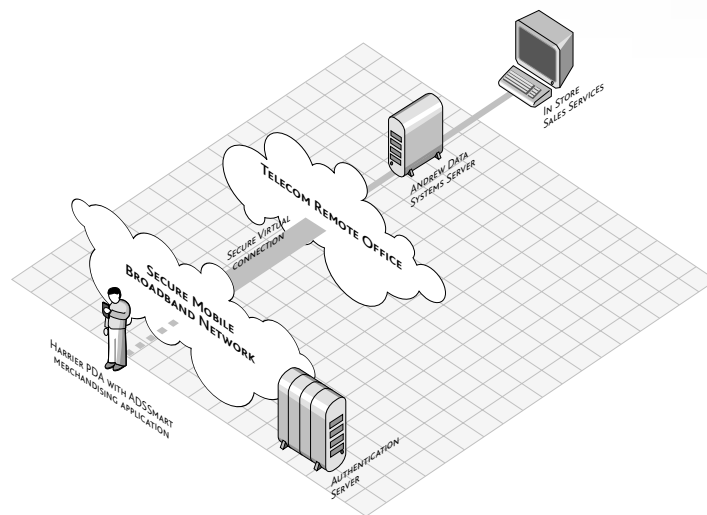
#### New technology for a new company

"Given our experience and our strong client base we decided to form the new company with the aim of leveraging that expertise to develop IT applications for the sector," Andrew Data Systems General Manager Vinney Kumar says.

The merchandising application – ADSSmart Merchandising – was developed specifically for In Store Sales Services.

The company's representatives have a Harrier PDA and are able to work in an offline mode. Using Telecom's mobile data network, the reps can remotely access and synchronise the merchandising application on Andrew Data Systems central server.

The information is collated and forwarded immediately to In Store Sales Services who then provide the relevant reports to their clients.



#### Keeping information up-to-date

"It's so much more time and cost effective and means that In Store's clients can make their business decisions based on the most current and relevant information," Mr Kumar says.

"This could include checking that a retailer has enough product in stock for an upcoming promotion, information on how a new product is selling according to location or responding to a competitors' pricing or promotional move."

Previously representatives were provided with paper survey sheets for each client. These were completed and sent to the central office where the data was input and collated for analysis and then a report sent to the client.

"The new system means there is no double handling of information which, apart from speed, increases accuracy and the software we have developed means the information is already in a report format," Mr Kumar says.

"While enjoying the benefit of continually lowering administration costs and overheads long term, In Store Sales Services is also able to provide their clients with a better service.

#### A competitive edge

"Telecom's solution worked wonderfully. It was simply a matter of plugging it in to our system and away it went."

Andrew Data Systems is now developing software to enable mobile sales teams to provide clients with products and invoice them on the spot rather than having to forward information to a central office for follow-up.

"Being able to combine mobility with immediate access to centrally held information is providing our business with a competitive edge in this fast moving and highly competitive sector."