



Sector

Paint Production

Application

Mobile reporting solution for product availability and order processing

Solution Highlights

- Accurate, mobile information at any time and in any place
- Improved efficiency and convenience
- Greater customer confidence and loyalty

IT Architecture

- Palm™ m500 or m505 handheld
- Application developed by PalmoSoft with CodeWarrior 6 from MetroWerks and Satellite Form from Pumatel
- Enterprise Resource Planning software written in Alaska XBase++
- Advantage Database System running on a Novell Netware 5.1 file server
- Synchronisation mechanism through PC

Palm™ handheld computers make managing customer information easier

"The Palm™ handheld computers will become the most important "communication device" between the company and the sales force."

Gianni Martinetti, Chief Executive Officer, Covema Vernici.

The Challenge

Covema Vernici SpA specialises in the production of over 1,600 decorative paints and varnishes for the protection and decoration of civilian and industrial buildings. In the past, the company relied on the sales force to manually collect order information, which was then entered at a later date into the company's database.

Covema Vernici needed a flexible and efficient mobile handheld computer for their 35 sales people and chose the Palm™ platform to provide them with the ability to run their business more effectively by speeding up processes and improving the accuracy with which the data was captured.

The Solution

Using their Palm™ m500 or m505 handheld, together with

an application developed by PalmoSoft Srl, the sales force can now take orders and upload these to the head office database automatically whenever they synchronise, either via their GSM mobile phone, or through their HotSync® cradle. The sales force can also provide accurate stock information to customers immediately, as the latest product availability and pricing is automatically downloaded to their Palm handheld. As well as being easy to use, the Palm-based application is flexible enough to allow unique information on each customer to be stored, such as different discount structures and customer preferences. The Palm platform and the communication software written by PalmoSoft Srl provide easy integration with



Covema Vernici's ERP (Enterprise Resource Planning) software, written in Alaska XBase++ on an Advantage Database System running on a Novell Netware 5.1 file server. While the MultiMail SE application on the Palm handheld means Covema Vernici's sales force can read and send email using the company's Lotus Domino server running on a dedicated IBM Linux server. "The Palm-based sales reporting tool has saved the company approximately one day for every sales transaction and has substantially eliminated inputting errors," commented Gianni Martinetti, Covema Vernici's Chief Executive Officer.

Competitive Advantage

Wireless collection of customer orders and specific preferences is providing Covema Vernici with the competitive advantage to service customers effectively and efficiently, creating greater customer confidence and loyalty. The success of the current Palm handheld solution has convinced Covema Vernici to consider providing other information to employees via Palm handhelds, including:

- just-in-time account information for the sales force
- up-to-date technical data sheets and safety data sheets
- pricing information for colour formulation and tinting

Palm Europe – <http://www.palm.com/europe/enterprise>

Covema Vernici SpA – <http://www.covemavernici.com>

PalmoSft Srl – <http://www.palmosoft.com>