



Trusting the market leader

MobiMedia leads the market today for mobile order registration in the clothing industry. More than 65% of the textiles turnover in Germany is based on this system. Seven of the top ten German textiles enterprises place their confidence in the experience and service of MobiMedia. But alongside great names in the trade like Esprit, S.Oliver, adidas, Escada, Rosner and Gerry Weber the Mobi Family includes more than 120 other well-known firms from other industrial sectors. This is because MobiMedia is also active in the footwear, fresh food, non-food, watch and jewellery industries.

In these fields MobiMedia can demonstrate its special strength of creating individual solutions at the time when they are needed, and integrating them seamlessly with existing systems.

The functions offered by the company go way beyond standard ordering solutions.

The aim is to offer the agents an ideal tool for efficient and relaxed ordering.

The success of the system, of course, is based on the perfect interaction of software and hardware.

So MobiMedia maintains several cooperative agreements with manufacturers of hardware like Fujitsu-Siemens, Acer or Panasonic.

Extensive but rapid functionality

MobiMedia's software will be individually adapted to match whatever hardware the customer selects, and the user gets the practical convenience of a quick-acting secure electronic order book.

The menu navigation and program sequences have been adapted to the flow of a typical pre-order dialogue. The user not only gets a fully illustrated catalogue of all articles within milliseconds, but can also benefit from a complete ordering system.

- All customer information is filtered at the touch of a button, integrated with the central customer management database.

- Transparent purchasing plan (when ordering, you can compare all data from the purchasing plan with the current order. In this way you can quickly establish whether there are any gaps in the creation of the range, by comparing the TARGET and ACTUAL data for all segments and product groups).

- The ordering system includes illustrated catalogues, with showroom hit-lists indicating trends and the rankings of top sellers. (In connection with ranking - for filtered article groups, it is possible to determine total order numbers at the touch of a button. The articles can be sorted in the form of a list according to sales figures).

- Proposals and alternatives can be created freely just at the touch of a button.

- Use of cordless scanners means that articles can be directly ordered from the showroom.

- Statistical information can be called up at any time in parallel with the information entered:

- List of articles entered (in total or in the respective filtered group).

- Statistics for the current order, based on several product groups, segments, sizes in bar chart or table format.

- Comparison of the target/actual

quantities in the purchasing plan.

- Article information from master data.

- Colour and size divisions of the article currently entered, with company-wide real-time order quantities.

- Real-time stock statistics, worldwide.

- Team-oriented planning of meetings and resources (showrooms, order tables, teams), including e-mail communications in MS Outlook or Lotus Notes.

- Possibility of internal discussion with colleagues, for coordinating trade fairs or presentations.

In addition to saving you a great deal of time, this practical tool should also make the whole order process more transparent for you and facilitate effective management of individual customer data. When you provide customer support in future, you will find you can take greater account of individual ordering structures and requirements. In this way you can offer your customers maximum efficiency.

Easy to use: Quick Response

This function enables you to combine order proposals by e-mail. Working directly from the order system, pictures of articles, size grids and delivery dates can be imported automatically.

Special offers, advertising resources and your own texts can easily be combined. So your customer gets a personalized catalogue.

He only has to select the item quantities he requires, and send an e-mail back to you. His response will be automatically converted into a full order by your materials management system.



“We reckon that we are able to cut the time needed to handle orders by about a third... In view of the comprehensive customer information system and the help provided in working out orders, we can offer a conspicuously better service and so succeed in meeting the mounting expectations of our customers...”

Hans Ruprecht, adidas
Marketing Director (Customer Services)

And here are some more references >>>



Motivated employees

adidas user team

"Easy to use."
"Self-explanatory system."
"You can learn to use it in just one day."

Opinions of other employees:

"All resources at a glance in real-time."

"It's not a problem switching between online and offline, and when you go online again the data will be automatically replicated."

"The extensive but user-friendly functions give marketing an ideal tool for discussing the range with the customer."

"Mobile operation is now a fact.

Wherever I am in the world I can go online, access the most recent data, contact my colleagues and get all the statistics I need for purposes of comparison."

Lisa Khan und Silvia Szabo, Escada
Sales Service Middle East



Klaus Bogner, adidas CRM Project Leader

"From the definition of all our requirements through to the delivery within the agreed time and with all specifications met, each step of the jointly drawn up project plan was carried out with admirable efficiency. Business requirements were taken as centrally important throughout."

Opinions of other customers:

"The project was realised with extreme rapidity we were astonished to find what the system was able to map, even just in the standard version."

"Practical realisation, internal processes perfectly integrated. So the system is ideally adapted to our requirements."

"MobiMedia offers a solution from a single source, which is ideal for our purposes. The software is designed in such a way that it can manage all standard technologies, and integrates perfectly with already existing structures.

The MobiMedia team shows an outstanding level of technical expertise..."

Hans-Peter Obermaier, Escada
Head of IT Infrastructure and Operation



Technology

MobiMedia uses n-tier technology. This enables the user to work either online or offline.

Online, when connected to the Internet, you can access real-time information about the range and any customer data you require. But you are not dependent on the availability of the network, and can continue to work offline when the connection is broken off.

If the connection is interrupted or the server database fails, this will not lead to a system breakdown, as the client smoothly switches over to offline operation.

All data will be automatically replicated at your next online connection.

Because only the essential data are called up online, the level of data exchange the system requires is low. Using GPRS for 10 hours of online work, you will only have to pay about 2 euros (with UMTS the figure is much the same).

MobiMedia is maintenance-free and can easily be installed at long-distance via e-mail. System updates will be imported automatically.

Benefits

- Distributed online/offline system
- Maintenance-free, can be installed via e-mail
- Comprehensive functions at the touch of a button
- Easy-to-use system (just one day of training)
- Fast and direct access to all data
- Maximum mobility as a result of WLAN Internet access
- Low level of data transfer, low cost, GPRS/UMTS-compatible
- Cordless scanner can be integrated, direct ordering of goods
- E-mail links, integration of all office functions
- Internal chat function for trade fairs and presentations
- Easy-to-use Quick Response function for rapid ordering

More details...

If you have any further questions, or would like additional information, please contact us - we will be happy to help you. You can also find comprehensive references and case studies at:

www.mobimedia.de