

## Case Study

### jLAN Mobile Sales and Route Sales Software



#### Overview

**Country or Region:** Partner US, Customer Mexico

**Industry:** Consumer Electronics

**Customer Profile** Citizens de Mexico SA is the Mexican licensee, manufacturer and distributor of Citizens brand watches. The company offers its customers innovative watches through its retail and wholesale customers throughout all of Mexico.

#### Business Situation

Success for Citizens demands its mobile account executives develop more meaningful relationships with their customers. Citizens wanted to give its mobile account executives near-real-time access to the ERP data including inventory, pricing and customer account information.

#### Solution

Citizens worked with jLAN Technologies to deploy a mobile solution that was seamlessly connected with their back office system, Microsoft Dynamics™ GP.

#### Benefits

- ▶ Faster order-to-cash cycle
- ▶ More-efficient operations
- ▶ Improved customer relationships
- ▶ Increased competitiveness

## Mobile Access to Inventory Data Reduces Back Orders by 25 Percent and Decreases Shipping Time from 5 days to 2 days

“Within a few months of implementing jLAN Mobile, the number of back orders dropped dramatically. That is more than US\$ 300,000 straight to the bottom line.”

Francisco Villacian Graupera, Citizens de Mexico S.A.

Citizens de Mexico SA manufactures and distributes innovative and stylish watches and other products to customers throughout Mexico. Citizens' Mobile account executives did not have access to fresh information about pricing, inventory and account status while on the road taking orders from wholesale customers. Popular items were often out of stock by the time orders were entered. Because orders were rekeyed into the back office system there was a high amount of order entry and data errors. Citizens' retail customers could not be sure they would have the stock that customers wanted when they needed it. Furthermore Citizens could not be sure their account executives were offering customers contract pricing and discounts. To deal with these issues, Citizens deployed a mobile sales solution from jLAN Technologies that connects users with current data from their ERP system, Microsoft Dynamics™ GP. Since deployment, the amount of sales tied up in back orders has fallen by 25 percent. Data entry errors have been reduced by 50%. Account executives can now provide their customers with real time inventory levels, and orders can be shipped in hours instead of days.



“.. backorders have been reduced by 25% in only 8 months.”

Francisco Villacian Graupera

## Situation

Citizens' proud history dates back to 1930. Over the past century the company has been an innovator of watch technologies including introduction of the world's first ruggedized, electronic, titanium and solar watches. Citizens de Mexico has held the exclusive rights to distribute Citizens brand watches in Mexico since the 1960's.

Citizens markets its products to an expansive network of distributors and retailers throughout Mexico. Each year the company introduces new product lines that are manufactured and sold alongside traditional styles and models. Depending upon the year approximately 10% of its product line is new every season.

When mobile account representatives visit customers it is their responsibility to show buyers new models. Account executives also need to place replenishment orders, review account status and discuss current pricing, promotions and inventory levels with the buyers.

“We had all this information locked in our Dynamics GP system” said Francisco Villacian Graupera. “The challenge for us was to efficiently disseminate this information to our sales representatives dispersed throughout the country.”

Villacian Graupera added, “Another challenge we faced was credibility with the system. We had previously deployed mobile technology to our sales team. However because orders would often be lost or customer pricing or inventory quantity information was incorrect we needed to rebuild credibility with our sales team. Reliability and data accuracy on the mobile device was crucial”

The lack of real-time information about inventory caused many items that customers had ordered to go on back order from suppliers. Villacian estimates that, on average, US\$300,000 worth of stock was on back order at any given time. Depending on an account executive's access to faxes and telephones in Mexico's remote areas, it could take anywhere from four hours to a week for an order to reach Citizens.

The back orders were extremely frustrating for both Citizens and its customers. For Citizens back orders mean lost sales. For customers it meant lost sales and contributed to their inability to accurately plan inventory levels for their retail operations.

“Citizens realized that its Enterprise Resource Planning system, Microsoft Dynamics™ GP, was more than capable of handling these issues in the back office. However the information was trapped in the back office and not visible to the sales team outside the office.” said Andres Link, President of jLAN Technologies, Inc. a Microsoft® Gold Certified Partner.

Citizens had been a long standing customer of Dynamics GP. The accounting, purchasing, and other administrative departments were comfortable working within Microsoft Dynamics GP. “We know that customers spend a lot of time and effort working with their back office system” said Link. “The idea is to allow the back office staff to continue to work in a familiar environment and simply leverage that data out to mobile devices. As a result you see much higher adaptation of the mobile technology and ultimately a much higher ROI”.

Citizens wanted to give its account executives a robust, simple-to-use mobile solution that would work seamlessly with Microsoft Dynamics GP to show changes in pricing, stock availability and customer details on a near-real-time basis.

We wanted a mobile solution they could take with them anywhere,” says Villacian. “We wanted to give them access to our inventory on hand by warehouse, and access to customer accounts to confirm the customer's credit status. We also wanted orders to go directly into Dynamics without any manual intervention. We wanted the order entry process to include bar coding capabilities in order to make it more efficient. We needed to have product images easily displayed on the mobile device. And finally we needed the entire system to be extremely reliable from end to end”



“jLAN Mobile gives us the ability to view customer account statuses and collect payments on a mobile device. As a result jLAN Mobile has reduced our days outstanding receivable from 45 days to 40 days greatly increasing corporate cash flow”

Francisco Villacian Graupera

## Solution

Citizens deployed the jLAN Mobile solution built by jLAN Technologies, Inc. Because jLAN is built using the Microsoft .NET Compact Framework and eConnect jLAN Mobile integrates seamlessly with Microsoft Dynamics . Using Microsoft SQL Server™ technologies provides mobile users access enterprise resource planning data whenever and wherever they need it.

Citizens evaluated a variety of technology solutions to provide a mobile sales force automation solution that met their requirements. Ultimately Citizens chose jLAN Mobile because it offered all the functionality they needed along with a proven integration to the existing Dynamics GP infrastructure. The system was built end to end on Microsoft technologies so they knew they could grow with the solution for years to come.

“We were very excited and privileged to have been chosen by Citizens to implement jLAN Mobile,” said Link “However we also knew that we had an important challenge ahead of us to localize the entire application for the Mexican market.”

jLAN was able to meet the localization challenge because the product had recently attained the Certified for Microsoft Dynamics certification, Microsoft’s highest level of certification for ISV solutions integrated to Dynamics.

A component of the certification process required jLAN Mobile to be reviewed by a Microsoft software testing center. The localization effort was made easier through adherence to a code analysis policy that made the software compliant with Microsoft standard globalization rules.

The solution also uses the WWAN (cellular data network) to remotely connect the account executives’ Windows Mobile® powered Treo devices to Microsoft Dynamics GP. Pricing, stock levels, and customer data are stored on the devices in Microsoft SQL Server Compact Edition and updated whenever an Internet connection is available.

All of Citizens mobile account executives in Mexico now use the jLAN solution in their interactions with customers, and the company is planning to broaden its scope. “We have similar distribution requirements in other countries. Those account executives could also benefit by having real-time access to stock information and the ability to wirelessly submit new orders,” says Villacian. “There is a lot of opportunity out there where we can leverage the technology.”

## Benefits

### Improved Customer Relations

Citizens has met its account executives’ need for accurate, up-to-the-minute information about its inventory. As a result, customers are happier and know that they can trust Citizens with time sensitive orders and receive correct pricing. . The company sees fewer lost sales, back orders, and data entry errors, and products are now being shipped to retailers within hours instead of days.

### More Efficient Operations

Citizens says that since deploying the mobility solution its operations have realized great efficiencies. New orders are now in the system in minutes instead of hours or days. Data entry errors were reduced by 50% because sales people now use bar code scanners to enter line items to orders eliminating the need to key in part numbers.

### Faster order to cash cycle

The long delays between capturing new orders, fulfilling the orders and getting those orders paid has been dramatically reduced. The jLAN system speeds up the entire process so now orders are paid 5 days earlier on average. jLAN Mobile also reduced the amount of back orders by US\$ 300,000 which translates into an equivalent amount of increased revenue.



## Software and Services

- *jLAN Mobile Suite*
- *Windows Mobile*
- *Microsoft Dynamics GP*
- *Microsoft Server Products*
  - *Microsoft SQL Server Compact Edition*
  - *Microsoft SQL Server*
- *Technologies*
  - *Microsoft .NET Compact Framework*
  - *Microsoft Visual Studio 2008*
- *Hardware*
  - *Palm Treo Devices*
  - *Socket Mobile Laser Scanners*
  - *Citizens Printers*
- *Local Partner*
  - *MTP Consultants*

## For More Information

For more information about jLAN Technologies, Inc and its products and services, call (954) 929-9910. jLAN Technologies has distribution partners throughout the US, Canada, Latin America, Middle East, UK and the Caribbean Markets.  
[www.jlanmobile.com](http://www.jlanmobile.com)  
[Info@jlanmobile.com](mailto:Info@jlanmobile.com)



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## CITIZEN®

For more information about Citizens de Mexico SA and its products and services go to:

[www.citizen.com.mx](http://www.citizen.com.mx)

## Windows Mobile

Windows Mobile brings the power of the Windows® operating system to mobile devices, helping businesses and their mobile employees stay connected while on the go. Windows Mobile runs mobile versions of Microsoft programs, including Microsoft Office Outlook® Mobile, Internet Explorer® Mobile, Pocket MSN®, Windows Media® Player Mobile, and Microsoft Office Word Mobile, PowerPoint® Mobile, and Excel® Mobile. With Windows Mobile, information workers get powerful software combined with the familiarity of Windows. Combined with available service plans and connectivity options, Windows Mobile-based devices, available from 42 device makers and 68 mobile operators in 48 countries, can be used to make calls, send e-mail and instant messages, surf the Web, and access critical business information even when users are away from the office.

More information about Windows Mobile can be found at:

[www.microsoft.com/windowsmobile](http://www.microsoft.com/windowsmobile)