

## BlackBerry solution and Softec improves productivity and workflow for Bayer CropScience SRL



In Italy, the Bayer Group operates in three specific business sectors: Health, Nutrition and Innovative Materials. The organisation comprises seven legal entities that allow the group to successfully operate in Italy across each of these different primary business sectors. One of these companies, Bayer CropScience, develops, sells and manufactures efficient pesticides and insecticides to protect crops. Its products meet the highest requirements of environmental compatibility, with the aim to encourage consumers to use innovative raw materials. This division alone earns annual profits of about 150 million Euros, is made up of 300 employees, 1,500 clients and has over 200 products to its name. A nationwide network of Bayer CropScience Srl technicians (business unit Crop Protection) offers farmers, corporations and the food industry quality support to identify the most suitable solutions to protect their crops, all over the country.

### The Challenge

In line with the company's philosophy to 'simplify daily life', Bayer CropScience wanted to give its commercial technicians an easy-to-use tool that would allow them to connect with people and access information when on the move. Commercial technicians spend most of their time visiting agricultural sites, food processing companies and farms. The company needed a mobile solution that would increase productivity of the sales force, providing them with the ability to email on the move as well as file orders, access corporate reports and plan activities, without needing to return to the office.

Bayer CropScience required a secure, mobile solution that would integrate with the existing infrastructure to avoid additional IT investment and the devices needed to be user-friendly and robust.

### Benefits

Improved productivity

Better workflow

Improved communications

*"The BlackBerry solution has allowed us to provide our mobile employees with a simple way to get the information they need when on the road, improve overall company workflow, as well as rationalise the management of orders - one of the most important processes for our business."*

Paolo Zanzi, Head of Organization and Business Process Innovation at Bayer SpA.

## The Solution

Following an evaluation process, Bayer CropScience opted for the BlackBerry® solution. The company implemented BlackBerry® Enterprise Server (already used by the rest of the Group) and began distributing BlackBerry® smartphones to its mobile technicians.

The company successfully deployed the solution and implemented three sales force applications with a simple and intuitive interface, developed by Softec S.p.a., a member of the BlackBerry Alliance program. These enabled remote access to orders, reports and personal schedules.

The flow of orders, previously administered without a standard, were soon managed through a client-based application designed for the BlackBerry solution. This allows sales staff on the road to quickly input orders directly at the customer's premises using an application-based form that provides users with relevant drop-down menus. Once complete, the order is automatically sent to the customer service team.

The reporting application provides Bayer CropScience's commercial technicians with access to two short reports using their BlackBerry smartphones. The reports are centrally created and they are sent via push mode to users. On their way to an appointment, they can access these reports on their BlackBerry smartphones to receive the most up-to-date sales figures and promptly respond to the client's needs.

The planning application provides mobile workers with customised diary management through their BlackBerry smartphones. Users can check how many times they have visited a customer or the products that customers might be interested in as well as plan the subsequent actions.

## The Benefits

Bayer CropScience has created the environment to increase the productivity of its mobile sales force thanks to the BlackBerry solution, without making investments in new IT infrastructures. The BlackBerry solution has led to improved management of orders and guarantees users remote access to updated corporate information and planning tools.

Moreover, having structured the flow of information through forms and reports, communication has improved and the company can now analyse statistics relative to the activity of its staff, which was previously very difficult.

Paolo Zanzi, Head of Organization and Business Process Innovation at Bayer S.p.A commented: "Our strategy was 'make it simple'. We were looking for a solution that could simplify the work of our sales force, who are continually on the road visiting companies and small farmers. The BlackBerry solution has allowed us to provide them with a simple way to get the information they need when on the road, improve overall company workflow, as well as rationalise the management of orders – one of the most important processes for our business."

For further information: [www.blackberry.com/uk/mobilecrm](http://www.blackberry.com/uk/mobilecrm)