

WHITEHILL

Whitehill & Co. Pty.Ltd.
 Brunswick, Victoria
 Australia

Industry:
 Giftware

Aspin products and services:

- MiniSell field sales
- MiniSell exhibition order capture
- Online DataBridge

MiniSell modules:

- Sales order processing
- Order templates
- Credits
- Printing
- Customer details / history
- Diary and appointments
- Stock details
- Report viewer



Whitehill moves up to MiniSell

Arguably the best known company in the Australian giftware Industry, Whitehill & Co, owned by Bryan and Farida White, have chosen MiniSell as their electronic method of communication between their National sales team and their Melbourne head office.

Whitehill had previously experimented with other methods of smart order processing but this had been limited to trade previews held in their Melbourne Showroom.

Like many companies, Whitehill thought that their existing order processing system provider should be able to handle their needs for a field sales system. After spending many thousands of dollars experimenting with a specially written system that never met their requirements, they eventually realised they needed to turn to a specialist in this field. They needed a system that would work for their "twice per year" trade previews in all states as well as on a year round basis for their reps and agents out on the road.

The MiniSell field sales automation product from Amsolve Software Pty Ltd, answered Whitehill's every need in this regard. The fact that Enesco in the UK was already a MiniSell customer helped Whitehill realise that this was the right way to go. A local company with a global presence specialising in field sales requirements, has integrated easily into their existing systems.

Because so much of Whitehill's business relies on forward ordering at their preview events, the rep or agent needs to know what the customer has on forward order while doing their normal day to day orders in an "in store" sales call. This is to avoid duplicate orders, phone calls to head office and having to carry paper order form copies.

Whitehill sales people now have the benefit of all product and customer forward order information, as well as sales call details and order history, contained in the MiniSell program. The program is resident on a Symbol MC50 pocket PC device, chosen by Whitehill for its ruggedness and ease of scanning via the integrated scanner feature.

The MiniSell system was first used at their Christmas 2006 previews in February 2006 and has dramatically streamlined the order entry process at their head office. All sales orders at their previews and on the road are sent via the Internet to the MiniSell web server, then directly imported into their existing Harmony order processing system – no data entry required!

One of the major advantages after the Whitehill preview events is that now they immediately have the information on forward order requirements, without having to wait for manual keying of all the orders, which in the past could take several weeks. They now know how much of each line they need to order from their various overseas suppliers as soon as the last order at a preview is taken.

Whitehill have just completed one full year of MiniSell field use and the move has been extremely beneficial to their reps and agents as well as their processing and forecasting requirements.

Whitehill distribute in Australia a large range of world recognised giftware brands including: Enesco, Demdaco, Border Fine Arts, Lilliput Lane, Franz, Argenta, Mr. Christmas, Queen's and many other brands.



MiniSell Overview

- Field and exhibition order capture
- Daily customer and stock record card updates
- Information gathering and merchandising
- Journey planning and activity reporting

The MiniSell handheld order processing software allows field sales reps and merchandisers to become more effective in their daily tasks and from this promote profitability and reduce business costs.

MiniSell provides the mobile worker with regularly updated information whilst away from their administrative office, this data being sent from the Host sales order processing application.

Orders can be collected at customer sites or exhibitions and sent to the Host via any Internet connection. Data can be captured via barcode scanner, data listings or manual input.

MiniSell is modular, allowing you to choose which processes are relevant to your business; allowing for scalability and a strategic deployment.

The application platform is any PDA or Smartphone utilising Microsoft Windows Mobile 5. The update and down date of information is handled via a secure FTP connection to the Internet connection, providing low cost and reliable communication.

MiniSell can print to any Pocket PC compatible printer via Infra Red or Blue Tooth. This enables the mobile rep to leave account and order information with the customer if required.

Aspin Overview

For over 20 years Aspin has provided software solutions to distribution businesses.

Our speciality is the processing of orders whether this be on a handheld device, on the Internet, via EDI or at your head office / warehouse. Our solutions are tried and tested, and in daily use by successful distribution operations around the world.

For more information on MiniSell and our other products and services, please call us on:

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