# Distribuciones del jamón Cerezo: Empowering a Mobile Workforce with Sybase® Unwired Platform

Distribuciones del jamón Cerezo S.L. sells pork products to over 6,000 clients throughout Europe, with €16 million in annual sales. In addition to high-quality products, the company is known for exemplary client support and follow-up services. A decade of growth and internationalization led the company to look for a platform capable of supporting a large fleet of mobile devices and providing immediate and secure access to corporate data from anywhere.

# Enhanced effectiveness of mobile workforce

## Simplifying the management of mobile devices

### Objectives

- Support and manage a large fleet of mobile devices
- Provide immediate and secure access to corporate information from anywhere
- Improve business response time
- Strengthen customer service

### Why SAP

- Integration with direct store delivery functionality in the SAP® ERP application
- Security of information from potential external threats with passwords, data encryption, and remote data wipe
- Definition and planning of objectives based on business needs, such as planning of daily route activities and access to existing orders and quotes
- Management of client information in real time
- Accurate tracking of activities, contracts, and sales opportunities
- Customization of business applications according to job profile

### Benefits

- Enhanced effectiveness of the mobile workforce while accelerating processes and reducing costs
- Increased client satisfaction thanks to more efficient product distribution and improvements in customer service
- Streamlined business processes of its commercial network
- Enabled access to real-time information while providing data security

### Future plans

- Improve quality of data used in order processing
- Capture information at point of sale with mobile devices

"We were able to reduce costs and improve the quality of service to our clients, thanks to Sybase Unwired Platform."

Raúl Roldán, IT Manager, Distribuciones del jamón Cerezo S.L.

### Company
Distribuciones del jamón Cerezo S.L.

### Headquarters
Terrassa (Catalonia), Spain

### Industry
Wholesale distribution – food

### Products and Services
Pork-derived meat products

### Employees
70

### Web Site
www.jamonescerezo.com

### Partner
Seidor S.A.
www.seidor.es

CMP18157 (12/03)

Copyright/Trademark | Privacy | Impressum