

>> TECHSYS helps world leader in convenient foods and beverages redesign and reengineer mobile application

This leading provider of convenient foods and beverages needed to redesign and reengineer their mobile application to bring it up to speed with new technology and make it more appealing, usable, and reliable. TECHSYS helped define and implement components and controls for the new application, in addition to providing creative, analytical, and technical expertise. Because of this reengineering effort, the company was able to reap the benefits of the new design with a more streamlined and cost effective application.

TECHSYS provided analytical and design expertise to provide a cleaner, more efficient, and more usable mobile application

The business issue

This company is a world leader in convenient foods and beverages, with revenues of more than \$32 billion and more than 157,000 employees. Their brands are available in nearly 200 countries and territories and generate sales at the retail level of about \$85 billion. Many of this company's brand names are more than 100-years-old, but the corporation is relatively young. They offers product choices to meet a broad variety of needs and preference -- from fun-for-you items to product choices that contribute to healthier lifestyles

For the company's route sales representatives, the mobile application is their all-encompassing link between the company and the customer, and the primary point of access to all of the information in the system. To provide the most efficient processing to their users, the company realized that the user interface and navigation patterns of their existing mobile application needed to be updated to keep pace with technology and the increasing volume and breadth of data. In addition to the application requirements, this client needed to update the interface to the back end systems and databases for improved performance.

What the client needed was a clean and appealing user interface that in addition to being simple and intuitive to navigate provided the user with the proper tools to consistently find the desired information and handle the processes needed by the route sales representatives in the most efficient manner as possible.

Services featured:

- Business Analysis
- Usability Analysis
- Technical Analysis
- User Interface Design
- Application Design

Technology used:

- Intermec Hand Held
- Windows Mobile
- Microsoft .Net Compact Framework
- Sybase RDBMS

Our approach

The first step in the application redesign was to perform analysis on the current application. A variety of users were interviewed to gain important knowledge on the capabilities of the existing system in addition to new functionality that was desired. Information gathered from all of the sources was used to guide the design effort. Various hardware and software technologies were identified to provide the best possible options to the company. With the design goals identified, visual prototypes were created and reviewed in an effort to find the best “look and feel” for the application.

The application needed to be constructed in a way to make it as fast and easy to use as possible, implementing a modern display while at the same time taking into account efficient power management requirements. Windows Mobile and the .Net Compact Framework were used as the platform and extended as needed through the creation of various custom controls. Also, synchronization services were written to interface with the Sybase database.

At each stage of the process, feedback was solicited from the end user community in an effort to verify that design goals were being addressed properly. Input was welcomed and encouraged by TECHSYS, as it helped to continually improve the site design and operation. TECHSYS also worked closely with the client’s existing technology staff to insure a cohesive team approach with mentoring and training provided where needed.

TECHSYS provided guidance on all of the options available to the client, particularly in areas of significant technical complexity or cost. Each option was evaluated in terms of not only meeting or exceeding requirements but also with regards to ROI and total cost of ownership.

The results

The result was an application which greatly enhanced the route sales representative’s customer interaction when processing orders, conducting sales, and dealing with inventory. In addition, the route sales representative’s job experience was improved by providing tasks lists, messaging, calendar functionality, and time card processing. The interface was thick application quality using top notch graphics with an appealing visual display, while remaining fast and reliable, with efficient power consumption. The custom controls and services that were written were done according to best practices, which is conducive to reusability in the future. And because of a modular design approach, the new design elements were implemented in a time saving manner, providing quick results and broad visibility in meeting the design requirements.

“This system gave us a leg up on the competition!” – Leader IT Development Team

Contact

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