



## Improve Sales Force Productivity

The explosion of portable information devices and the increasing use of wireless technology have prompted more and more companies to connect their frontline workers to complete transactions at the point-of-sale or point-of-service. One example of this is with Route Accounting: beverage companies for instance take advantage of the benefits of route accounting to reduce the time needed to complete a sale, to improve sales force productivity and create more satisfied customers.

Examples are Nestle Water, Europe's leading water cooling company and Grupo Modelo, the eighth largest beer maker in the world and owner of the prestigious Corona Extra brand. Relevant statistical and historic data for each customer is stored on hand-held computers; data is read and updated with each visit and delivery notes or receipts issued. Each route is kept constantly up-to-date with inventory and sales data. Similar systems are currently being used in Nestlé Water and Kraft Foods.



### About Datamax-O'Neil

*Datamax-O'Neil is a trusted global provider of stationary and portable label and receipt printing solution products that enable manufacturing and supply markets to capture the benefits of automated product identification and automated legal and financial transactions. Datamax-O'Neil is the barcode and mobile printing business group of Dover Corporation's Product Identification Group (PIDG), a global platform entity with products and services covering all the leading marking technologies and applications. The company's products address a wide variety of applications, including those in the industrial, healthcare, retail, automotive and ticketing market sectors. Datamax-O'Neil is headquartered in Orlando, Florida, and maintains key facilities in California, Illinois, and France, as well as sales and technical support offices around the world.*