



## Würth changes pen – frees time for the sales force

### FACTS

**Customer:** Würth Svenska AB, Sweden

**Challenge:** Würth Svenska AB has more than 170 sales representatives who every year perform more than 400,000 customer visits. Penboost's task is to simplify and streamline the order management for the sales people working in the field.

**Solution:** Penboost Solutions AB's mobile solution for Digital Pen and Paper with Anoto functionality, which has been integrated with Würth Svenska AB's business system, Movex. The equipment consists of a digital pen, a mobile phone and traditional order forms prepared with a unique dot pattern, the so-called Anoto pattern. The solution also contains components for transferring information from the digital pen via the sales representative's mobile phone to a server. There, a PDF original of the handwritten order form is created. The handwritten order goes through a character-recognition process, resulting in an XML file that contains the data needed for creating an order in Würth's business system, Movex.

**Benefits:** The solution removes great parts of the order administration, which means that every sales person saves up to one hour a day, time that can be spent on the customers instead.

Every year, Würth Svenska AB undertakes more than 400,000 customer visits. Most of these result in some form of order, which is always written down on an order form. The main reason for using pen and paper when meeting customers, is that it doesn't disturb the relation the way that for example a handheld computer or a laptop would. A disadvantage with this work method though, is that after the meeting, the sales person has to manually type in the information on a computer.

"Today every sales person spends approximately one hour per day typing in the order information on his or her PC, work that is often conducted in the evening", says Torbjörn Seger, CEO of Würth Svenska AB. "Our mission is to minimize this workload, so that our sales reps can spend more time with their customers. It also means that they will not have to work evenings, which their families will appreciate".

#### From idea to reality

In 2007 Würth Svenska AB decided to invest in a solution from Penboost Solutions AB. A solution that is as simple to use as pen and paper, but that minimizes the administrative burden for the sales person. The solution from Penboost is based on Digital Pen and Paper. The equipment consists of a digital pen, mobile phone and traditional forms with a spe-

cial dot pattern based on Anoto functionality. For the users, the solution in fact only means that they will have a new ballpoint pen in their hand, which momentarily can store a digital copy of everything written on the order form. The digital copy can then be wirelessly transferred via Bluetooth® to the sales person's mobile phone. From there, the information is transferred via GPRS to a server on which a PDF-original and an XML-file is created. The XML-file contains all necessary data to automatically be able to generate the current order in Würth's business system Movex. All this, without the need for the sales person to sit down in front of a computer. If a customer should have some questions or if a sales person should need help with a certain order, Würth's sales support can directly get into the matter by looking at the enclosed PDF-copy, which is a one-to-one copy of the handwritten order.

#### The technical solution means:

- Reduced lead times from order to delivery and thereby increased degree of service to the customer
- Simplified and streamlined order management for the sales persons
- Minimized amount of time that the sales people need to spend in the evenings to administer the orders of the day

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- Minimized work load for sales support associated with the management of express orders
- More time for the sales persons to spend with the customers.
- A scalable solution that is able to manage many different types of forms in the future

### From pilot to rollout

In the beginning of 2007, a pilot study was conducted, which 13 of Würth's sales persons took part in. The result was positive, and Würth immediately initiated a rollout of the solution. Today, a year later, the solution is used by practically the entire sales force, and the representatives are enthusiastic. Most of the sales persons that have employed the new pen only see advantages with the solution. Penboost has already delivered the solution to some sales companies within the Würth Group.

"With the success we have had in for example Sweden, I am convinced that our seemingly simple solution soon will be used by more salesreps in the Würth Group who has approximately 30,000 salesmen around the world", says Ted Pohl, Sales Manager at Penboost.

### Partner profile:

Penboost Solutions AB focuses on digital pen and paper solutions. Penboost helps its clients to lower their costs, improve efficiency and to minimize the administrative burden in paper-based processes. The in-depth knowledge in Anoto Functionality and the state of art software suite delivers scalable and mobile business solutions. Penboost Solutions AB has worked with Anoto technology since 2002.

[www.penboost.se](http://www.penboost.se)

### Customer profile:

Würth is the world's biggest company within articles of consumption for vehicle repair shops, carpenters, construction companies and industrial companies. The company was created by Adolf Würth in Germany 1945. Today the third generation is running the company. Würth is present in 85 countries, with 60 564 employees, of which 30 016 are sales persons. Würth has existed in Sweden since 1967. The head office and central stockroom is situated in Örebro. Today, Würth Svenska AB has 275 employees and nine shops.

[www.wurth.com](http://www.wurth.com)