

Herlitz - Germany

baracoda
Data Capture for Workforce in Motion



Sales Force Automation Application

- **Company**

The Herlitz Group is a leading **manufacturer of paper, office and writing merchandise** in Europe

- **Customer Challenge**

Find a wireless mobile solution that offers Herlitz' sales force support in taking orders

- **Solution**

**800 Baracoda Pencil connected to T-Mobile MDA III
Mobil Only "moTrade" solution**

- **IT Architecture**

"moTrade" application runs on WindowsMobile 2003 SE
Information and data transmitted to stationary SAP system via GPRS

- **Key Benefits**

- **Easy to handle and very practical:** Baracoda Pencil can be used as a stylus on tactile screen
- **Compatible with a wide range of Bluetooth handheld devices**
- **Secure technology** for transmitting, registering and documenting data



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