Springs Window Fashions

" MobileFrame's software allowed us to automate many specialized merchandizing applications that are unique to our business. Not only are new mobile applications easy to create and deploy, but we can manage the system and make updates to the deployed applications ourselves without the expense of paying MobileFrame for each change."

- Bruce Salvo,
Springs Window Fashions Director of IT

INDUSTRY:
Merchandising

PRODUCT:
MobileFrame Business Suite™

APPLICATIONS:
- Store Call Application
- Product Orders
- Customer Training Info
- Monthly Initiative Tracking
- Time Tracking

MOBILE DEVICES:
Any .NET enabled device
- Pocket PC
- Laptop
- Tablet PC

CLIENT
Founded in 1887, Springs Window Fashions supplies leading retailers with a complete line of window products, including window hardware and decorative rods, horizontal blinds in a range of widths and materials, motorized blinds, pleated and cellular shades, and soft window treatments such as drapes, valances and balloon shades.

BUSINESS ISSUES
Springs employs over 150 full-time Field Merchandisers nationally. Prior to installing our software, Spring's field sales representatives used paper forms to process new sales orders, perform field data collection on competitors' displays, product display store compliance, account profile tracking, time tracking and customer training events. As a result of these manual paper based processes, their merchandising tracking and management records were error prone and processing new sales orders was slow and inefficient. Spring's conducted a comprehensive study of all mobility products and platforms on the market before selecting MobileFrame to automate their entire merchandising operation.

MOBILEFRAME SOLUTION
MobileFrame software enabled Springs Window Fashions to automate all of their Field Merchandise Team's specialized mobile applications with a single platform. These applications permit them to enter store call data directly into a hand-held device while still in the store, access relevant customer and product information and process new sales orders on the device.

Deployment of these mobile applications provided Boeing the benefit of:

- Eliminating manual data entry on paper forms and resultant transcription errors
- Enforcing standards and validation at the point of data entry
- Greatly Increased productivity and
- Immediate ROI

Using our software, Spring's has been able to quickly create and integrate their custom mobile merchandising applications and automate their sales order entry processes. All sales orders are synchronized from the field and automatically updated in Spring's back office system. This solution dramatically improved the efficiency of Spring's Merchandising operations, including improved visibility into all merchandisers in the field.

MobileFrame's platform eliminates custom programming through an intuitive, user friendly point-and-click desktop, enabling novice computer users to easily deploy sophisticated custom mobile applications. With integrated intelligent networking, prioritized synchronization, remote device configuration and management, and remote software updates all built-into one software platform, MobileFrame significantly streamlines mobile application development, deployment, and administration. Our Business Suite™ is the only fully self-contained Configurable Mobile Application™ platform that delivers full functionality out-of-the-box, with no custom coding, no third party mobile gateways, synchronization engines or SDK's required.