



IRW Systems Limited
concept to realisation



Microsoft
GOLD CERTIFIED
Partner

"IRW were efficient and professional which enabled us to implement the solution with a minimum of disruption to staff and maximum benefit to the organisation."

Bespoke Mobile Software Development

THE CUSTOMER: Built from a grocery base, this organization optimizes the retail sales of many of the top food and drink brands in the UK and Ireland by providing strategic insight, analysis and in-store execution. By working with retailers to help manage the 50 yards in store from warehouse to consumer, the organisation can significantly increase sales of powerful brands. IRW have a close relationship with this company, providing all IT and web services for the last eleven years.

THE REQUIREMENT: The customer was already a recognised and highly regarded client of IRW Systems, running a GPRS system with IRW developed software. Having been run very successfully over 4 years, it was agreed by both the client and IRW that the current system should be updated.

THE SOLUTION: Working closely with the client, IRW developed new software. Based on Windows Mobile 5.0, the system is a "smart client" application, allowing the software to be feature rich as well as web accessible. The software is used to collect detailed market information, including pictures, on a mobile device before using a 3G connection to send the data directly to a backend application. The backend application, also developed by IRW, processes the data gathered in the field and allows comprehensive statistics and reports to be sent to clients almost instantly. The product allows principles, which include large multinational companies, to have up to the minute statistics on their product range. The implementation was carried out on a staged basis beginning with installation and configuration of the backend application at the client's head office, with users receiving detailed guidelines and training. A "train the trainer" approach was then implemented for the handheld users. The handhelds were set-up onsite at IRW and taken to 3 training centres across the UK for training with a fore mentioned trainers. IRW provided onsite support throughout and we currently support all users at the client's Head Office and handheld users in the field through working hours, via our helpdesk.

Currently the system is being used successfully by approximately 250 handheld users on a daily basis with the possibility of being able to sustain up to 1000 users.

BUSINESS BENEFITS: Key deliverables and benefits from IRW Systems included:

- Simple, easy to use user platform
- Real time data collection and upload
- Comprehensive database management
- Quick generation of reports and statistics



t. 0141 889 3088 (North)
t. 0207 873 2268 (South)
Web. www.irw.co.uk
Email: enquiries@irw.co.uk