

## Sales Force Automation

### Company

Guidant is the world leader in the design and development of cardiovascular medical products. The company provides physicians with leading-edge technologies for improved patient management and clinical outcomes

### Customer Challenge

Set up a mobile solution to follow Guidant products consumption located in deposit stocks in hospitals and speed up restocking and invoicing

### Solution

First Stage: 700 Baracoda BL1000 connected to Pocket PC  
Second Stage: BL1000 units have been replaced with RoadRunners

### IT Architecture

BL1000 connected to HP PDA that communicates via GPRS with the company network

### Key Benefits

**Mobile solution** that perfectly suits to medical environments

**Data entry errors minimization** : sales force productivity increases while following product consumption

**Speed up invoicing process**

