



LOGISTICS Case Study

Customer: The Champagne Company

Challenge: Increase productivity by using an information capture system which increases efficiency in scenarios where taking orders is usually difficult and time consuming. Key to this challenge is the need to lessen the company's costs by being able to continue using the company's existing system.

Solution: SuCopia gives the Champagne Company the ability to record vital information on the company's own printed forms. The information contained on each sheet is then, in a matter of seconds, wirelessly sent back to the company where it can then be incorporated into the company's own invoicing and reporting system.

Benefits: SuCopia significantly lowers the timeline between taking an order and invoicing the client. The delivery process becomes streamlined as orders are taken quicker, products are expedited faster and products are sent sooner. SuCopia features technology which is able to record hand drawn signatures just as they were written and allows hand written text to be converted into input data in the company's own application system. Since SuCopia streamlines tasks that would normally be done by numerous employees, the Champagne Company is now able to trim administration expenses which will result in higher profits.

Efficiency achieved

The Champagne Company is known as a top producer of luxury Champagne in the region of France. Its vineyards are producers of luxury quality grapes which are then turned into a wine with a place in every celebration. With an annual turnover of 23 m Euros and 70 employees, Champagne Company must ensure that the necessary equipment is ordered to keep business running smoothly. For a quality based business such as this, quality begins at the vineyards. Not only are the supplies delivered to the vineyard, but the orders are taken among the grapes or in the cellars. In the field, 12 Champagne Company sales representatives carry only a digital pen and pre-printed order forms which allow them to do business where other devices can't.

"It's not easy to use a computer in these places," COO of the Champagne Company explains. "You have to open and turn on a computer and it gets between you and your customer – that's not a good thing."

Each representative is in the field 1-2 days before returning back to their offices in Reims. One back, the digital pen is docked. Instantly and automatically all purchase orders transfer digitally via the cradle and are imported into the backend system.

Smooth integration

The Champagne Company has successfully integrated all of their hand-written orders with Generix, France's most recognized client server application software. Since information is transferred in a matter of seconds from the pen to its cradle, there is no longer any need for data entry work. Information is easily retrieved when needed. This includes all notes and hand drawn specifications of customized wine-making vats. Everything is available with just a few key strokes, including a person's signature. Because of this, every order is 100% traceable. The company runs no risk of a slip up in data entry occurring. In the end, efficiency and smart planning have given the Champagne Company the ability to create a strong business which is able to effectively compete in the Champagne Company region of France.