

Gendata Oy Ab

Printer Consumables

Company Profile

Gendata, a Finnish printer consumable manufacturer, produces printer cassettes for a range of printers, including Hewlett Packard and Canon. The company also supplies spare parts for other leading printer manufacturers.

Gendata aims to improve their customers' productivity by minimising the loss of working hours caused by printer problems. Gendata provides prompt and expert services, fixing issues within 24 hours. Products are supplied directly to the customer from Gendata's production centre, and all used printer consumables are collected from the customer.

The HansaWorld System

Gendata started using HansaWorld software in 2001. Initially they chose to implement HansaWorld FirstOffice, a basic solution designed for small businesses. As Gendata's business requirements expanded, they needed to monitor stock levels, analyse their data more thoroughly, and improve their customer relationship management so they upgraded to HansaWorld Office/2, and later HansaWorld Express.

Mikael Gestrin, CEO of Gendata explains, "The system provides excellent value for money. We chose to use HansaWorld Express because of the broad functionality available within a single application. We have used HansaWorld products for many years and have found upgrading to the different product simple. The work processes within each application are identical, meaning that very little time is spent on training the users. Now we have a single, integrated solution which allows us to manage our accounting and stock information, and also permits us to log customer issues and respond to these quickly and efficiently."

The Business Organiser

To improve the sales process, increase the number of sales meetings and avoid double booking of sales meetings, Gendata has chosen to use the HansaWorld Business Organiser, a version of HansaWorld Express designed specifically for Nokia business phones.

Gestrin explains, "We were finding it very difficult to manage our sales resources and book appointments for the salespeople. Our sales staff were all using their own individual diary systems to book meetings, making it impossible for administrative staff to know where the sales staff were and also when they were free to attend new meetings. We



decided that we would move to using the HansaWorld group calendar to book all meetings. This means that salespeople will not only be able to book their own meetings into their diary, but administrative staff can also view appointments and book new meetings."

Gestrin continues, "Although we understood that we could access our Express database remotely, working from home or customer sites, we had not taken advantage of this. When we learnt that HansaWorld had a solution that worked on the Nokia Communicator we knew that this was the ideal tool for our travelling sales staff. Now we have provided each salesperson with a Nokia 9300 phone which will allow them to log into our HansaWorld Express system and check their appointments quickly and easily. The phone fits in their pocket meaning that they do not have to carry heavy laptops."

As well as providing sales people with an instant view of their customer meetings and allowing all employees to access and update colleagues' diaries, the HansaWorld Business Organiser will allow the sales team to access customer information on their phones. The salespeople will be able to check the status of a customer's order, check stock levels, place orders and view customer account details, all from their Nokia phone.

"The HansaWorld Business Organiser will increase our efficiency as data will be shared throughout the company. It will also help us to improve our customer relations as the salespeople will have real-time access to customer account details at all times", concludes Gestrin.

