

## Quimica Suiza stays ahead of its competition with IBM wireless solution.

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### Overview

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#### ■ Challenge

Enable mobile sales force to place orders and retrieve inventory information in realtime

#### ■ Solution: Enterprise Integration

QSMOVIL, a wireless sales-force automation solution based on WebSphere® software running on IBM@server systems

#### ■ Why IBM?

Quimica Suiza wanted to leverage its long-standing relationship with IBM and believed that IBM and IBM Business Partner Synopsis could get the job done quickly, providing a total solution

#### ■ Key Business Benefits

100% payback in 10 months; 38% faster order fulfillment; double-digit increase in revenue and profit; decreased cost of sales; reduction in order-entry errors; 15% increase in sales-force productivity

#### ■ Business Partner

Synopsis



With the largest market share for pharmaceutical products in Peru, Quimica Suiza aims to keep its leadership using an IBM wireless solution for sales force management.

Impatience and competition: together they are the forces driving many markets today. And the market for pharmaceuticals is no exception. Drug stores in Peru, for instance, tend to place orders with several pharmaceutical wholesalers simultaneously, and the supplier that responds first gets the sale.

*“We were losing orders, because we couldn’t connect from the field to our mainframe-based sales and inventory database and order-processing transactions.”*

– Douglas Campbell, Distribution Manager, Quimica Suiza SA

## ***e-business success—redefining the competitive environment in your favor***

### **Key Components**

#### *Software*

- IBM WebSphere Commerce Professional Edition, Version 5.1
- IBM WebSphere Application Server Advanced Edition, Version 3.5
- IBM DB2® Universal Database™, Version 6
- IBM Mobile Connect

#### *Servers*

- IBM @server zSeries™
- IBM @server xSeries™

That's why companies like Quimica Suiza SA (Quimica Suiza), based in Lima, Peru, have focused so much attention on creating wireless sales-force automation solutions that enable mobile sales personnel to access up-to-date sales information and submit orders in realtime.

With nine offices in Peru and trade and technology affiliates in Ecuador, Bolivia and Venezuela, Quimica Suiza ([www.quimicasuiza.com](http://www.quimicasuiza.com)) is a leader in the wholesale distribution of pharmaceutical products. Of its 2,000 employees, 320 are sales personnel servicing the company's 15,000 pharmacy customers.

Quimica Suiza's sales force must collect payments as well as sell, but its previous sales-force automation solution provided little support for either task. "We had printed inventories and price lists that people had to carry around with them," says Douglas Campbell, distribution manager, Quimica Suiza. "Salespeople could place orders using cell phones but could not obtain price or inventory information. The solution was also limited to a small geographical area in Peru. Nationally, 70 percent of orders were handwritten and turned in the morning after the sales call. We'd punch them in at the main office throughout the morning, and then the orders would hit the warehouse in the afternoon."

As a result, orders took eight hours to fill—too slow for many buyers. The 30 percent of Quimica Suiza's customer base with just-in-time (JIT) inventory replenishment processes limited their ordering from the company. "We were losing orders, because we couldn't connect from the field to our mainframe-based sales and inventory database and order-processing transactions," says Campbell.

*"In paper savings alone, we achieved 100 percent payback on our wireless IBM solution in the first 10 months. And now customers look upon Quimica Suiza as a technology leader."*

*—Francisco Giglio, IT Manager,  
Quimica Suiza SA*

#### **From field to host in seconds**

The situation now is quite different. Quimica Suiza's sales force can order directly from the field with QSMOVIL, a wireless sales and collection system based on IBM WebSphere Commerce and IBM Mobile Connect running on IBM @server systems. Orders take 38 percent less time to complete. Companies that have JIT inventory replenishment systems now make Quimica Suiza their first-tier supplier, which has helped to bring about a double-digit revenue increase for the company. The wireless process is much more exact, minimizing errors. And with realtime inventory information, salespeople sell more products because they don't have to worry about inventory being out of stock. "Our sales staff's productivity is up by 15 percent," adds Campbell. "This will result in a double-digit profit increase and decreased cost of sales."

IBM Business Partner Synopsis completed the solution in eight months. "In paper savings alone, we achieved 100 percent payback on our wireless IBM solution in the first 10 months," says Francisco Giglio, IT manager, Quimica Suiza. "And now customers look upon Quimica Suiza as a technology leader."

#### **Integrated solution keeps products moving**

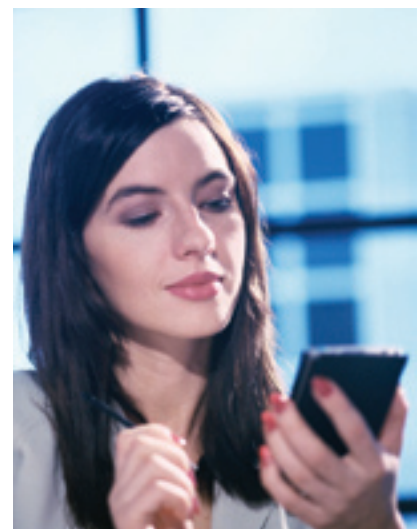
When it came time to choose a vendor for the QSMOVIL solution, IBM was the only company evaluated because of its long-standing and successful relationship with Quimica Suiza. Giglio explains, "We were already familiar with the outstanding scalability and performance of the IBM servers. And given IBM's breadth of experience in implementing wireless solutions, we felt that choosing IBM as our wireless solutions vendor would give us the best chance to meet our productivity goals. In our experience, IBM and its Business Partners are the vendors most likely to get a job done with speed and quality—thanks, in part, to their ability to provide a total solution that can be tightly integrated for maximum performance."

Using their PDAs, Quimica Suiza sales personnel can get answers to customer queries and place orders in any region covered by the company's wireless provider. Synopsis developed the sales and collection interfaces that enable sales staff to place orders and access account details, inventory availability, order status and information about special offers. The salespeople synchronize their PDAs with the company's hosted applications using a wireless modem. They place orders by selecting a product from an embedded 7,000-SKU database on the PDA and entering the quantity needed.

Sales staff can place an order in one of two ways: synchronously, which provides the customer with an immediate confirmation, or asynchronously, which stores the order to be processed after the PDA disconnects—saving precious airtime. Custom Java™ code and WebSphere Commerce applications retrieve product and customer information from IBM CICS® applications and a third-party database residing on the IBM @server zSeries mainframe. This information goes into a confirmation message, which is sent to the sales person's PDA. A printed invoice is generated that initiates warehouse fulfillment and shipping.

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*—Francisco Giglio*



*The Quimica Suiza sales force uses the IBM wireless solution to ensure customers prompt, efficient service.*

### **Flexible Java technology solution**

Synopsis created Java servlets and JavaBeans to work with WebSphere Commerce applications and to communicate with mainframe applications and front-end presentation code. The Java servlets and JavaBeans all access the same database on the mainframe to create invoices for the warehouse, order confirmations and other output. For up-to-date price lists and catalog queries, IBM DB2 Universal Database on the IBM **@server** xSeries 250 server functions as a staging database for mainframe data, limiting the security risk that accompanies direct inquiries to the mainframe.

On the backend of the QSMOVIL solution, IBM WebSphere Application Server, WebSphere Commerce, DB2 Universal Database and Mobile Connect run on clustered xSeries 250 servers. Mobile Connect synchronizes

the PDAs with mainframe-based applications and the xSeries servers. Java programs running in WebSphere Application Server access the PDAs to enable two-way communication between the sales force and the Web infrastructure.

### **Prepared for future B2B applications**

Quimica Suiza can provide the same access and sales functionality over the Web, though the company has chosen not to make it available to its customers. "We're still focusing on this as a sales-force automation solution, one which accelerates our delivery time and enables us to provide a quality of service that keeps us ahead in a competitive market," says Campbell. "Ultimately, there will be a role for a customer B2B e-commerce Web site. When that happens, we will be that much ahead of the game, because we already have a robust, flexible IBM solution."

### **For more information**

Please contact your IBM sales representative or IBM Business Partner.

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For more information about Synopsis, visit:  
[www.synopsis.ws](http://www.synopsis.ws)



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