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## vablet™ Use Case Study

**Industry: Distribution, Retail Pet Products**

**Company Profile: United Pacific Pet (UPP)**

**Solution: Sales and Product Management for Field Reps**



### **The Business Environment**

UPP is a multi-line pet products distributor who has been in the pet products distribution business for over thirty years. They currently represent over fifty manufacturers across ten major product categories. They have six people in their outside sales force and ten inside sales representatives.

### **UPP's Problem**

UPP had ongoing challenges with their sales order transactions. Many of their manufacturer / suppliers provide UPP with changing promotional pricing on a monthly basis. These promo offers are not just price decreases, but a plethora of special offers and discounts as well.

The field sales representative manages orders from their customers primarily on location and at trade shows. The official transactions were previously conducted via phone or fax, which required information to be entered onto specific [paper] forms. The consequence of this transaction process is the rep is saddled with volumes of paper - whether regular orders or distinct forms for promotional orders, each month.

Not only was that process logistically inefficient for both outside and inside sales teams, but ensuring the most up to date pricing and product specs were on the order sheets caused further delays or confusion.

### **The vablet™ Solution:**

UPP discovered the vablet™ centralized method of managing and distributing files was exactly the solution they needed for the following material:

- Marketing Material/Sales Collateral
- Manufacturers' Product and Program Information (videos, brochures, power point presentations, etc...)
- Product Pricing Forms
- Special Order Forms for Promotions

The ability to not only deploy up to date marketing material and price sheets, but also the ability to instantly retrieve information back from their sales teams' iPads® has been instrumental in accelerating the sales transaction process.

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## The Results

UPP rolled out the solution at one of its key trade shows in September of 2011 and the results exceeded expectations. The sales force enthusiastically realized the benefits of the vablet™ solution on their iPads® for a variety of reasons:

- They had all product information accessible in one location - the vablet™ app.
- They no longer have to search through emails for the correct or current material.
- They no longer need Internet access to get to their files.
- The sales team has access to their information in an organized system, from commonly accessed material or pricing sheets or customer data.

## Return on Investment (ROI)

Maureen Costello, President of UPP, believes the net effect to UPP is as follows:

*“We have experienced a favorable return on investment in the Vablet content management system, by streamlining the communication paths between our sales teams, our manufacturers and our customers. Our field reps realized the benefits instantly, at their first trade show using Vablet. Product demos were at their fingertips and in high-res, multimedia formats. A real wow factor with customers! It is a relief to have the ability to push current pricing and product detail direct to the device, so the sales team can feel confident that they have the most up to date information to share with their customers. Because we can send and remove outdated information remotely, we avoid printing lots of documents and sending lots of emails that accumulate as clutter when they become outdated. I can definitely say that Vablet has increased our productivity!”*

