



Union-Matériaux

New mobile application increases sales force productivity

“ The support on our project for the development of an iPad application by the Orange Business Services team has been very efficient on a human and technical scale. We were able to understand all the skills and expertise that were applied to this project. This teamwork allowed us to achieve a successful application that is adapted to our needs. ”

Jérôme Deschamps
IT Director
Groupe Union-Matériaux

Highlights

- Union-Matériaux is a leading independent specialist in the distribution of building materials
- The company wanted to increase the productivity of its 150 sales people, move away from its printed product catalog and project a modern brand image
- Orange IT&L@bs developed a customized mobile workspace tablet (iPad) application with 3G connectivity that gives sales access to ERP and CRM from mobile devices and provides full customer management process functionality
- Among the many benefits are reduced time from product identification to order, increased sales productivity and better stock management



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Issues and challenges

Based in Montpellier, France, Groupe Union-Matériaux is a leading independent specialist in the distribution of building materials. The company's 470 employees operate from 35 offices across Southeast France with 2012 turnover of €138M.

A business with strong family values, a number of acquisitions have seen the company grow significantly in recent years. However, it was identified that working practices across the 150 strong sales team were not delivering the high quality of customer service required to support the company's brand image. In addition, the traditional printed catalogs were expensive to produce, and the paper-based product identification-to-order process was no longer fit for purpose.

The objective

Develop an innovative, technology-based solution to deliver enhanced customer service, increase sales productivity and reduce costs.

The benefits

To meet the specific objectives of Union-Matériaux, Orange developed a tailor-made application for the company's business model and sales processes.

Innovative solution

- Cloud technology which supports the brand
- Tailor-made solution based on sales' working practices

More efficient operations

- Accelerated ordering process
- Better stock management

Improved productivity

- Faster response to customer needs
- Increased flexibility and efficiency

Employee engagement

- Sales force feedback to aid design refinements
- Support of environmental commitments

The Orange Business Services solution

- Mobile workspace tablet (iPad) application, with 3G connectivity, developed by Orange IT&L@bs
- Access to CRM and ERP databases from mobile devices
- Mobile device management
- Cloud capability
- Project management

The results

- Faster response to customer orders
- Reduced paper usage and costs
- Stronger brand image

“ The iPad application is a key part of moving our business forward by innovatively using technology to support our people and our customers. ”

For more information about Orange Business Services, visit www.orange-business.com

For more information about Union-Matériaux, visit www.union-materiaux.fr



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