

Ciecierzyn, September 3rd, 2014

## REFERENCE LETTER

**SOLINEA Sp. z o.o.** is on the Polish market since 2005. The company deals with production and promotion of medical devices, diet supplements, food for special medical purposes and cosmetics. Products promoted by us, through the care about the quality and the latest production technologies, have a reputation among doctors, pharmacists and patients. An unquestionable asset of the company is the ability of adjusting effectively to requirements of the market and customers' needs.

Wanting to live up to a dynamically developed market and provide employees with a tool which would streamline their work outside of the company's Headquarters and decision-making persons with the option of tracking work progress and performed actions, we decided to deploy **Comarch ERP Mobile Sales** application which cooperates with **Comarch ERP XL** system. Within the ERP system, we use Sales, Orders, CRM and Business Intelligence modules, owing to which the company's managers have full information about the sales structure in particular regions of the country, including distribution channel and the range of products offered by our company.

We use **Comarch ERP Mobile Sales** application, among others, for planning work of medical representatives within the scope of business appointments being conducted by them in drugstores, where sales orders are issued, as well as within the management of work time during doctor's visits and in medical units. **Questionnaires** which can be completed in Mobile Sales are our main tool for tracking efficiency of appointments not connected with placing of a sales order (doctor's visits, medical units, conferences).

Thanks to the application, the staff supervising the work of sales representatives is provided with information about the actions planned by them (weekly scheduled appointments), owing to which they can better adjust the product offer to the prevailing market conditions. The application has also strengthened the level of control over **marketing materials** distributed by medical representatives.

The processes within the use of Comarch ERP Mobile Sales application that were deployed by the partner company **Netrix Group Sp. z o.o.** and its original Smart CRM application (which supports Telemarketing services) have allowed us to reach over 60 thousands customers and significantly streamlined the work of our Representatives.

We absolutely recommend Comarch ERP Mobile Sales application.