

## OPTI-TIME helps Berner to optimize its sales performances.

Berner chooses OPTI-TIME, lead developer of routing optimization technologies, to equip its sales department with cutting-edge software to support decision-making and management of sales.



### — The Berner challenge: to maximize the performance of its sales network

Specialist in the distribution of fastening products, tools and industrial consumables for professionals in the building, automotive and industry, Berner ensures a comprehensive service and professional consultancy every day to its customers in more than 20 European countries.

With thousands of employees, of which more than 3/4 are dedicated to the direct sales force, optimal sales territory planning is a crucial issue for Berner. The company must be able to rely on a stable software, enabling it to take full advantage of the geography of its market to build and optimize sales areas relevant to its exclusive Sales Representatives but also send precise information to salesforce managers.

Beyond a desire to control the geographic space, Berner wishes to maximize the notion of proximity between its customers and its representatives. The company philosophy is indeed to have the customers feel that they are closely monitored when needed and that the representatives have a customer portfolio relatively close to where they live to improve their quality of work and make them loyal customers.

Berner has thus sought an effective territory planning and routing optimization software, satisfying all its constraints and allowing it to optimize sales performances of each of its divisions.



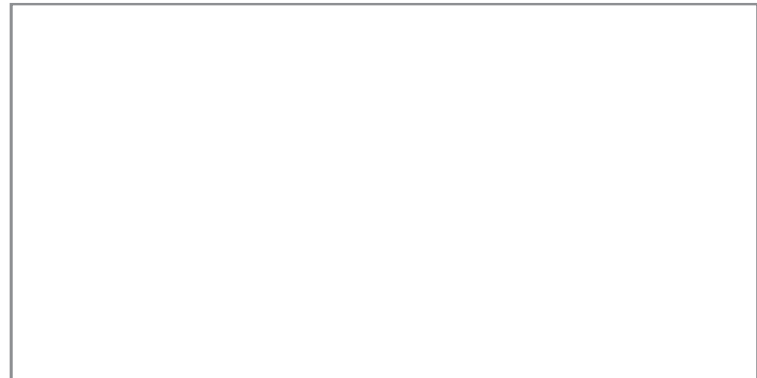
Source : Berner sarl

#### The Berner Group at a glance

- Creation in 1957 at Künzelsau, Germany by Albert Berner
- 3 business sectors: Construction, Automotive, Industry
- A catalog of 25 000 products
- 25 branches in 23 European countries
- 93,000 m2 of warehouse space across Europe
- More than 7,000 employees, including 5,000 dedicated to sales.
- Turnover: over 1 billion euros

## — The appropriate reply from OPTI-TIME: Opti-Time Territory Manager and the Opti-Time Enterprise.

To adequately cover its market, Berner has chosen to trust OPTI-TIME and implement a comprehensive software infrastructure, which includes the Opti-Time Internet Server allowing sharing interactive maps online on the company intranet and the Opti-Time Enterprise solution, including the sales sectoring module Opti-Time Territory Manager. Through intelligent optimization components, this tool allows you to create an optimal sales territories while respecting the constraints imposed, to make simulations based on given criteria, or to make the best use of the sales potential of the different areas.



An effective sales sectoring relies mainly on an accurate and complete database. Berner thus pays particular attention to the qualification of its files (addresses of its customers, turnover, location of their business, etc.) Opti-Time Territory Manager (OTM) then allows the company to handle this data and perform studies relevant for the managers as for the field sales representatives.

## — Geographical monitoring and distribution of strategic maps

With the infrastructure set up, Berner develops an active geographic watch for monitoring the areas of sales representatives in their stages of creation and optimization. Berner thus relies on OTM to ensure the viability of sales territories, including that each of them brings the best possible conditions in terms of the number of customers, geographic potential (new customer acquisition), turnover (on which the remuneration representative depends) or travel time (to be limited for better comfort). The planning software thus allows Berner to improve the loyalty of its representatives who can also properly develop their area and if necessary request remodeling it to maximize performance.

With Opti-Time Server, Berner also gets geographic intelligence provided by OPTI-TIME to establish the distribution of sectoral and thematic maps via the company Intranet. The managers of the sales force as well as field representatives, have the opportunity to have a clear vision of geographic performance and a better understanding of customers developing in each sector.

"The OPTI-TIME infrastructure implementation within our company enables us to create balanced and realistic sales areas, mixing prospects and customers, and reducing travel and their impacts on our representatives. This configuration is a real key success factor for effective sectoring, allowing to provide a maximum working comfort for the sales force and to optimize the business performance of our company," says Sandrine Cossard Customer Marketing Manager in Berner.

