



HOW DOES A WATCHMAKER SAVE TIME?



OVERVIEW

Bulova is one of the world's leading makers of luxury watches and clocks, and has been for decades.

Founded in 1875, the company is currently headquartered in Queens, NY and has the distinction of being the first company to advertise on the radio and on television. Bulova watches are sold all over the world in jewelry stores, department stores and other retail locations.

Bulova's sales reps are on the street in the **United States, Canada and the United Kingdom.**

The company recently underwent a technology transformation to improve their sales process in the field. They selected **ProSel for iPad**, a solution developed by **Ai2**.



BEFORE PROSEL



Bulova's salespeople used to carry **a laptop, a handheld for entering orders, and their sample case**, which in the words of Bulova IT staff member Lenny Molite was "too heavy. It was a lot to carry. Plus, [the handheld] was a great device, but our sales rep in his suit and tie didn't look great using it."



Before ProSel, when orders came in they had to be manually entered into the JD Edwards ERP system. This placed a lot of strain on the inside sales staff and took a long time each day.



Bulova's IT department was challenged to find a better approach for sales. The users wanted to carry just one device that could **view account profiles, take orders, and view images and videos**. They evaluated several solutions, and selected **ProSel**.

THE SOLUTION

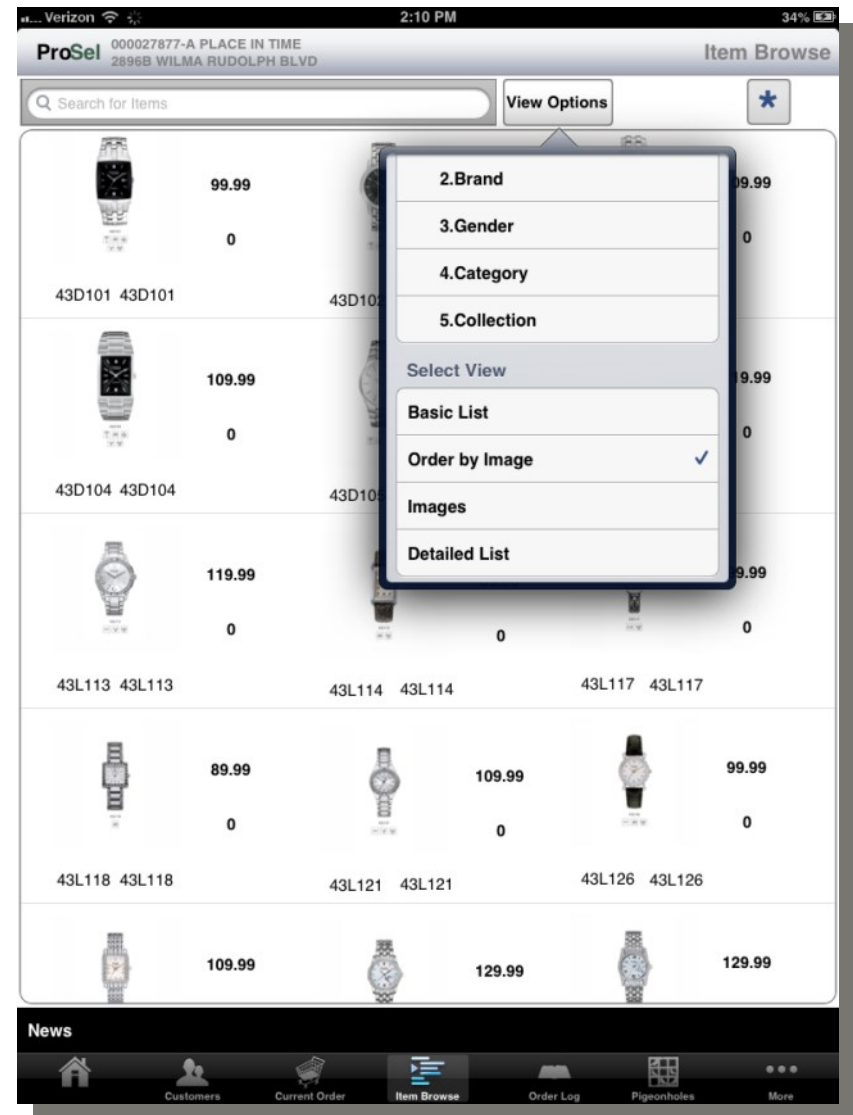


ProSel has helped Bulova improve their sales process, **make better presentations in the field**, take bigger orders, and save administrative time and expense.

They can show **print ads, videos, take pictures of the jewelry cases** displaying product and connect with customers.

Receipts are now **emailed to the customer**, eliminating the need to carry a printer and spend a lot on paper.

The sales team ranges from new users to veterans who have 40 years with the company. Some of the veterans were hesitant to use the new technology, but the IT department assured them that this selling tool "was [their] friend," Molite says.



THE BENEFITS



More from Lenny Molite on the benefits Bulova has enjoyed with ProSel:

“**ProSel improved our efficiency** with order entry. The handheld only accounted for 40% of the orders before ProSel, the other 60% were hand-keyed. **Now, over 90%** of our orders go straight into the system with ProSel. That leads to **quicker fulfillment and faster sales.**”

“Sales reps **build orders from history** – they didn't have that before. They can **scan bar codes**, which they could do before but the scan didn't show any information for the product they scanned. **The sales reps love it.**”

“One of my reps who has been with the company for a long time and initially didn't want to use the iPad – **the customer got excited to see the iPad**, took the iPad out of his hand on the first day and **started adding items to the order!**”

YOUR TURN

Visit Ai2.com today to schedule your demonstration of ProSel. You can also download the free demo version on the App Store.



PREMIER SALES AUTOMATION SOLUTIONS