

Haus Rabenhorst

Juice producer Haus Rabenhorst relies on its sellers, who are based all over Germany, to drive company revenues by visiting clients regularly and making face-to-face sales pitches. By issuing staff with mobile devices and deploying Micro Focus® Filr, the company provided sales representatives with real-time remote access to the data they need to make successful pitches, enabling them to work more productively and ultimately boost revenues.

Overview

Haus Rabenhorst is one of Germany's leading producers of fruit juices and health foods, employing around 120 people. Domestically, the company sells its products through health food shops, pharmacies and independent stores. It works with partner companies to export its products to more than 35 countries.

Challenge

Haus Rabenhorst's sales representatives are based all over Germany, enabling them to visit clients regularly and provide excellent customer service. This sales force is the engine driving the company's revenue, and sellers must be aware of changes to products

and pricing as well as new advertising campaigns. It is therefore essential that Haus Rabenhorst's sellers can communicate with staff based in the company headquarters quickly and efficiently.

When sellers visit customers, they need documents such as contracts, previous orders, presentations and price lists in hand, so that they may answer customer inquiries and ultimately sell more products. Previously, sellers would print out the documents they expected to need before visiting customer sites, but this approach resulted in wasted paper, and sellers were unable to access the data they need to answer unforeseen questions.

Haus Rabenhorst knew that providing its sellers with access to accurate, up-to-the-minute data from mobile devices would enable them to answer clients' queries more quickly and provide better customer service—ultimately increasing long-term revenues.

Solution

Haus Rabenhorst decided to provision its sales force with smartphones, tablets and laptops, and deploy the Filr file sharing solution, which automatically synchronises files so that sellers always have up-to-date information at their fingertips. Filr includes a powerful search function, helping staff find relevant information quickly and easily.

“Filr gives us granular control over user access rights, so we can communicate with customers, partners and suppliers more efficiently by granting them access to files such as contracts and price lists—without worrying about confidential data falling into the wrong hands.”

CLAUDE GREINER

Head of IT
Haus Rabenhorst



Rabenhorst®

At a Glance

Industry

Consumer Products

Location

Germany

Challenge

A highly mobile sales force needed the ability to securely access essential documents to share with customers.

Solution

Use Filr to securely access the most up-to-date information.

Results

- + Boosted employee productivity
- + Reduced time sales staff spend travelling by five hours per person per week
- + Cut paper wastage
- + Increased long-term revenues

“Our company has been using Novell (now part of Micro Focus) technology for more than 30 years. Novell keeps coming up with products that help our staff work more productively, and we are delighted with the excellent support we receive from the consultants.”

CLAUDE GREINER

Head of IT
Haus Rabenhorst

Claude Greiner, Head of IT at Haus Rabenhorst said, “Filr gives us granular control over user access rights, so we can communicate with customers, partners and suppliers more efficiently by granting them access to files such as contracts and price lists—without worrying about confidential data falling into the wrong hands.”

Haus Rabenhorst’s sales representatives are responsible for ensuring that the company’s products are displayed prominently across stores nationwide because eye-catching displays boost sales. In the past, staff would travel between stores taking pictures of product displays and sending the images back to headquarters upon returning to their home offices. If colleagues requested changes to the displays, the sales staff would have to return to the stores, increasing travel time and costs.

Extending the company’s existing Micro Focus iPrint® Desktop solution to include Micro Focus iPrint Mobile has enabled Haus Rabenhorst to help its sales force maintain product displays more efficiently. Haus Rabenhorst selected the solution because it is able to manage the company’s network of more than 40 printers extremely easily since the software requires very little administration and employees do not need a helpdesk to assist with technical inquiries. Sellers now photograph displays using their mobile devices, print them at headquarters, and discuss improvements with colleagues over the phone. The sellers can rearrange displays immediately—eliminating the need to return to the store.

Novell (now part of Micro Focus) helped Haus Rabenhorst deploy both Filr and Micro Focus iPrint Mobile and integrate them with existing

solutions, including Micro Focus ZENworks®, Micro Focus iPrint on the desktop, Micro Focus Vibe®, Micro Focus Data Synchronizer, and Micro Focus GroupWise®.

Results

Filr enables sellers to access all the information they need to sell Haus Rabenhorst’s products efficiently and effectively without needing assistance from colleagues based at the company headquarters. Staff members are able to answer customer queries immediately, improving customer service and ultimately increasing revenues. At the same time, employees no longer need to print the documents they require to make sales pitches, reducing the amount of paper wasted and helping the company pursue a greener corporate strategy.

Equally, Micro Focus iPrint Mobile helps sellers maintain eye-catching product displays more efficiently, boosting revenues while reducing travel time and costs.

“Equipping sales staff with mobile devices and Novell (now part of Micro Focus) iPrint Mobile helped reduce the time they spend travelling by five hours per person per week, cutting their carbon emissions and boosting productivity,” said Greiner.

All in all, the solutions help Haus Rabenhorst’s sellers work more productively, enabling them to achieve higher sales volumes with less effort.

“Our company has been using Novell technology for more than 30 years,” said Greiner. “Novell keeps coming up with products that help our staff work more productively, and we are delighted with the excellent support we receive from the consultants.”



Brazil
+55 11 3627 0900

Denmark
+45 45 16 00 20

France
+33 1 55 70 30 13

Germany
+49 89 42094 0

Hungary
+36 1 489 4600

Italy
+39 02 366 349 00

Netherlands
+31 172 50 55 55

Norway
+47 23 89 79 80

Poland
+48 22 537 5000

Portugal
+351 21 723 0630

Russia
+7 495 623 11 55

Spain
+34 91 781 5004

Sweden
+46 8 752 25 00

Switzerland
+41 43 4562300

South Africa
+27 011 322 8300

**Micro Focus
Corporate Headquarters**
United Kingdom
+44 (0) 1635 565200

www.novell.com