

"MIGHTYFIELDS IS ONE OF THOSE SOLUTIONS THAT MAKE IT DEPARTMENTS FAMOUS!" Črtomir Ješelnik, CIO of Istrabenz plini

SUCCESS STORY

ČRTOMIR JEŠELNIK, CIO

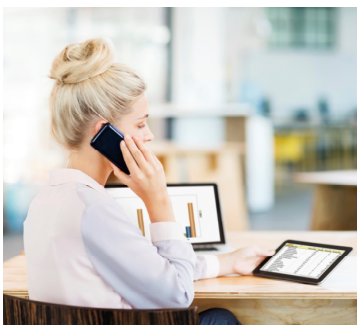


"We manage the companies' business operations with SAP. SAP certainly is a solution that is robust and flexible enough and that covers our regular needs,

but it doesn't give us the ability to be responsive. We have gained this ability with MightyFields.

With MightyFields we can respond within a few hours at any "ad hoc" need to collect data in the field. Whether it's for the merchandising inventory, infrastructure conditions, questionnaires for customers or employees - with MightyFields we have the forms in the field available within few hours, including automated communication from the field, rich information capture and more.

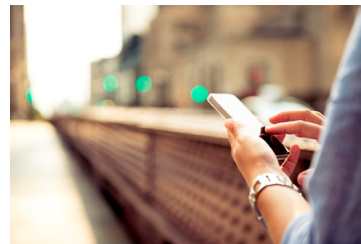
That is why I say that MightyFields is the solution that makes IT department famous. It really helps the company and its staff to be flexible and quick to respond to changes. And this is an important part of the mission of IT department."



Istrabenz plini, a company owned by Italian corporation SIAD S.p.A., is the only Slovenian group that offers a comprehensive solution with gas and advanced gas technologies for both, industry and households. It is the leading provider of technical gases and applied technologies and they dominate a substantial market share in the distribution of natural gas and are present in the neighboring markets as well.

The challenge: How to reconcile reliability and flexibility?

With quality and reliable solutions in more than thousand sales points, Istrabenz plini demonstrates responsibility to hundreds of thousands of customers. Therefore their teams have to show a high degree of reliability and quality as well as agility, speed and adaptability to change. Inventories of more than a thousand points of sale had been held "half-digitalised". The sales team wrote down the deviations of brand exposure at the point of sale, according to the prescribed standard. The data collected in Excel table, to which they attached pictures, were periodically forwarded to the marketing team, which reacted properly on a base of the collected data. The process was cumbersome and time consuming.



Solution: paperless operations and up-to date data

By using MightyFields the sales teams got the mobile application to collect data within few hours. When collecting data, they immediately report to marketing department from the field. The organization has gained a real-time overview of sales points and can systematically manage the data, as well as export it in Excel tables.

Business benefits of MightyFields

By using MightyFields in its daily operations they obtain the following competitive business advantages:

- responsiveness to teams' needs - IT department offers any team an app to collect data within few hour and later adapts its contents to users' needs - it takes a minute to add a field, change the content of entry or add sales point or user,
- accessibility of real-time data from the sales points - Including pictures, comments, GPS location.
- saved time and cost of potential existing ERP customization.