



## Mobile Sales and Service Solutions

### Customers and partners share in the benefits of a farm cooperative's wireless workforce solution

#### In Brief

**COMPANY:**

Gencor, Ontario, Canada

**CHALLENGE:**

Streamline ordering and delivery processes. Increase customer satisfaction with legible, detailed documents. Eliminate unproductive manual activities. Put up-to-date information in the hands of field technicians.

**SOLUTION:**

- Custom Mobile Workforce Solution by Team SFA
- Audiovox PPC-6600 Pocket PC Phone on Bell Mobility network
- PrintekMobile MtP300LP Mobile Thermal Printer

To improve production and maintain a competitive edge, dairy farmers and cattle breeders invest significant amounts of time and money bettering their herds. Vast amounts of livestock data must be collected, recorded and shared among farmers, breeders, and the numerous government and private agencies that exist to oversee and assure the quality and safety of dairy and beef cattle.

Gencor, The Genetic Corporation, is an artificial insemination cooperative directed by member cattle breeders and farmers spanning a large portion of Ontario, Canada.

Gencor's dispatchers can receive over 15,000 customer calls in a month for service. The cooperative's field workforce artificially inseminates more than 223,000 cows per year, in addition to servicing farm tanks, delivering semen and supplying farm products to as many as 6,000 active members across 729,000 square kilometers of Ontario.

To accurately manage that level of ordering and delivery data, Gencor needed a mobile solution that was easy to use, robust, and compatible with their existing Sun/Oracle database application. They found that solution through mobile solution provider Team SFA.

Co-founded by Michael Flynn and Tim Grimes in 2003, Team SFA is known for developing field force automation (FFA) solutions. The company specializes in equipping businesses of all sizes with easy and inexpensive mobile solutions designed to operate on the Pocket PC and Microsoft Windows Mobile® platforms.



To fully address Gencor's unique needs, Team SFA developed a customized system which provides dispatching, off-line order taking, two-way data synchronization, and totally automated order, payment and breeding service processing.

Most impressively, the system will allow Gencor to eliminate over 17,000 man-hours of unproductive duplicate data entry per year.

According to Bill Seegmiller, Director Field Division for Gencor, "Our field technicians would previously handwrite the delivery and breeding receipts for the farmers. At the end of the day they would key data into a web based system recording the day's work."

In addition to the time demands, the old system was prone to human error and made it difficult for customers to decipher the handwritten information.

"The breeding receipts are used by the farmers to register the calves with associations like the Ontario Holstein Association." Seegmiller continued, "These are very important documents to their business."

tion is always available and ready to print in the field where it is most needed.

The introduction of the automated system and thermal printed receipts has produced improvements on multiple fronts, Seegmiller reported. "We were able to add more information to the documents, they take less time to produce, they're readable, and our customers have complimented us on the professional appearance."

But the farmers are not the only ones to benefit. "The Ontario Holstein Association has access to our database for the purpose of looking up breeding information when the farmers register calves. We expect that they won't need to do this with the new thermal receipts, which they can easily read."

And, in a unique way, Gencor has improved its own future business by providing better information today. "Ontario Dairy Herd Improvement gathers data we use to qualify our bulls. By providing accurate data in the breeding stage, we get more accurate predictable breeding pattern data (known as "bull

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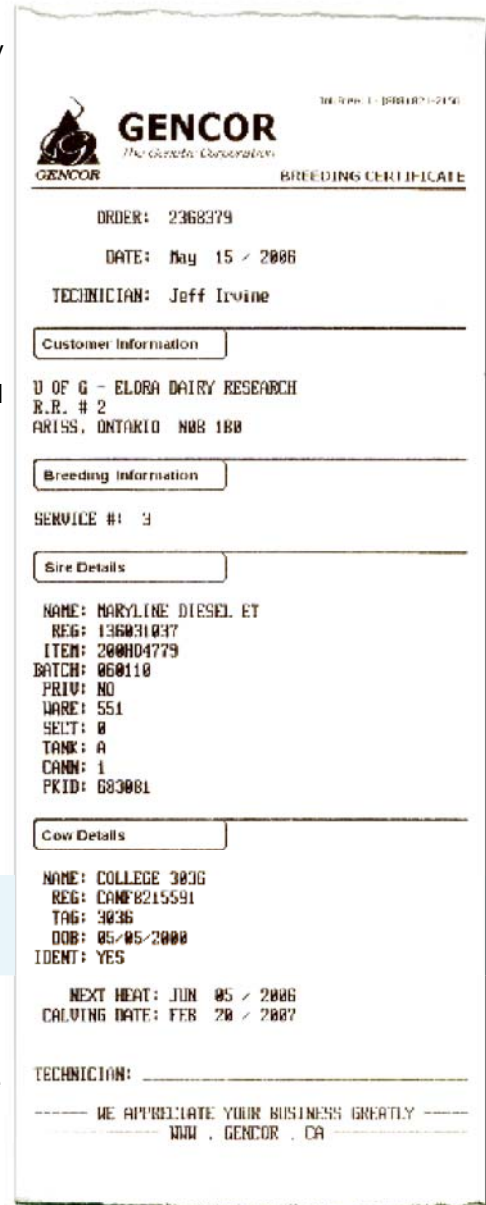
— Bill Seegmiller, Gencor

Breeding receipts contain critical information such as the official registration information of the sire bull and the calf bearing heifer, the date of attempted insemination and the calculated birth date.

With the fully synchronized system created by Team SFA this informa-

proof") in return. Everyone benefits down the line, including Gencor."

Gencor may have had a clear vision of how they wanted to improve on their old manual field processes, but it took a solution provider like Team SFA to create



Gencor technicians print multiple breeding receipts at each stop - in addition to delivery receipts. Each breeding receipt carries information critical to the farmer.

the software and help them find the right hardware. Michael Flynn reported that the printer was more difficult to choose than the Pocket PC Phone.

"Initially we chose a basic thermal receipt printer, but found that transmitting large amounts of data to it and printing graphics were both very slow," Flynn said.

"Printek helped us implement an

MtP300 thermal printer that better fit the customer needs. We store eight different images on the printer and request them when needed for each different print receipt. Not only has this feature significantly reduced data transfer between the printer and handheld computer, it has also dramatically improved the time to print a receipt.”

The MtP300 printer is the 3” format version of Printek’s popular family of direct thermal printers. MtP printers are full featured and ruggedized mobile printers that are particularly suited to Route Sales and Service applications.

The printers mount in any orientation, are resistant to damage and vibration, are battery powered, and available in wireless versions such as Bluetooth® and Wi-Fi.

Gencor implemented a Bluetooth printer on Team SFA’s recommendation. “We showed them the convenience of a wireless printer that would not require cables or line of sight access to the PDA Phone” said Flynn.

This convenience has also contributed to productivity, as the technicians print delivery and breeding receipts at each stop – around 80 documents per shift.

Gencor technicians have mounted the printers in the lids of their toolboxes, which, besides tools, also contain a thermos of water and a steel thermos filled with nitrogen for cold storage of samples.

“We have yet to have a problem with any of the printers, despite the conditions they operate in,” Seegmiller said. “Technicians leave the printers on

all day for their 7 am to 5 pm shifts. They charge the batteries every other night when they get home.”

Today Gencor is busy planning enhancements to the system with Team SFA’s help.

Adding sire data in the field, recording field notes, automatically sharing those notes among the responsible sales team members, and adding new client



records in the field are just a few ways in which Gencor plans to put even more customer service capabilities in the hands of the field technicians.

Other plans might include implementing the exclusive custom messaging capabilities on the MtP printer. Only PrintekMobile

provides the ability to upload and manage content that may be printed at the end of each receipt, without reprogram-

ming the host device. The content can include text, graphics, or any

mix of the two. Creation of the content is simple – requiring only a Microsoft Word® or Excel®.

“We do run price specials and promote our other products and services, like supply sales,” Seegmiller said. “It would be great to include reminders and promotions on the receipts we give the farmer.”

For more mobile solutions, visit:

PrintekMobile  
[www.printekmobile.com](http://www.printekmobile.com)

Team SFA  
[www.teamsfa.com](http://www.teamsfa.com)

#### About Printek, Inc.

For more than 25 years, Printek has supplied industrial printing solutions to businesses and governmental agencies of all sizes.

The company’s PrintekMobile group partners with hardware and software manufacturers, system integrators, and value-added resellers to deliver cost-effective mobile business solutions across a wide range of industries and applications.

PrintekMobile’s direct thermal printers support cabled or wireless printing of invoices, forms, receipts, tickets, labels and other documents used in field service, route accounting, manufacturing, warehousing, distribution, transportation, retail, public safety, and hospitality applications. Wireless options include Bluetooth® and Wi-Fi.

PrintekMobile printers are designed to withstand industrial use and are backed by unparalleled support and comprehensive warranties.

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