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Nathan Aspin, Sales Director, Aspin

CUSTOMER: Aspin

SOLUTION: Colocation hosting for Aspin’s industry-leading field sales order capture software (MiniSell)

BENEFITS: Fully scalable, reliable network performance - using Aspin’s own server

SITUATION

MiniSell is a PDA field sales order capture and CRM software application, developed by Aspin to help sales and distribution teams deal with the ever-increasing demands placed on them.

By increasing sales staff effectiveness, MiniSell promotes profitability and reduces business costs, and as a result has become the tool of choice for sales teams around the world.

MiniSell is a scalable application providing the mobile worker with regularly updated information away from their administrative office direct to their PDA. Orders and other transactional data can be collected at customer sites or exhibitions and sent to the head office ERP via any internet connection. Data can be captured via barcode scanner, data listings or manual input.

The MiniSell Data Bridge software, hosted by Blue Sky, provides the middleware between the head office ERP and the PDAs in the field. This manages the movement of data and allows management to define what the users can and can’t do on their PDAs. Furthermore it provides a flexible reporting interface to review what activity has taken place in the field.

In order to provide a robust and reliable solution to PDAs in the field, Aspin must ensure that a dedicated service supports their Data Bridge middleware application, delivering 24/7 availability and reliability.

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SOLUTION

Blue Sky's colocation services allow Aspin to house their Data Bridge servers in one of our world-class datacentre facilities, providing a fully scaleable and highly secure solution that can expand to meet the growing demand for this increasingly popular application.

Working with Aspin, we came up with a tailored colocation support and services package that allows Aspin to draw on our expertise to support their servers and provide a dedicated hosting service. This frees up Aspin to concentrate on growing their MiniSell business, without having to become experts in data hosting – and without having to worry about the availability or reliability of their Data Bridge service.

RESULTS

With the increased reliability and support offered by collocating MiniSell at a Blue Sky datacentre, Aspin are able to grow their MiniSell business successfully across the UK, Europe, the US and Australasia.

The MiniSell application has improved productivity across a number of sectors and job roles, including territory managers, field sales managers, business development managers, merchandisers, reps, IT managers and customer service departments to name but a few.

Every day, each of these people is able to access information from stock details to customer information and order history – and process transactions back to their ERP from the field.

And they can do so safe in the knowledge that the rigorous security and back up services offered by Blue Sky mean that the Data Bridge is both reliable and highly secure.