

# SUCCESS STORY

## Segafredo-Zanetti Perks Up with Mobile Direct Store Delivery App from Magic and Danem



### The Customer

Giant Coffee Distributor

**Industry:** Industrial Goods

**Region:** North America



### Objectives

- Replace old mobile app
- Make sellers' jobs easier, faster and more interactive
- Add new features
- Enable users to get and give information when offline



### The Project

**Magic Solution:** Magic xpi Integration Platform with SAP B1 connector, NegosCloud Mobile App from partner Danem, and Professional Services.

- Mobile app on Samsung tablets
- Integrate SAP B1 with mobile solution
- Online + Offline functionality
- Real-time data synchronization
- Tight deadlines



### Results

- Digitally transformed sales and distribution processes
- Enabled on-site impulse purchases
- Sales documents generated are automatically integrated in SAP
- Increased operational efficiency
- Speedier sales and deliveries
- Real-time sales & inventory data
- Improved customer experience (sales and service)
- Improved perception (innovative)



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"We are very satisfied with the app. The agile collaboration and efficiency of the entire team, including Danem and Magic, enabled the project to be delivered on time and within budget."

*Jean-Francois Caharel, Project Director, Segafredo-Zanetti France*