

Brother® Mobile Printers

Route Accounting Solutions

Brother® Mobile Printers Can Provide Many Benefits for Route Sales and Delivery Personnel as Part of a Total Route Accounting System.

Business Problem

Companies in the food, beverage, snack, beer, water, and other consumer packaged goods industries rely on a large mobile workforce to get products in the hands of their customers. As these companies look for ways to increase revenue, improve profitability, and increase customer satisfaction, one area they focus on is the productivity of their mobile workforce. If a sales or delivery worker can service their customers more efficiently, they can see more customers in a day, which would increase the potential for additional sales.

Route accounting software has helped these companies automate many of the manual tasks that are routinely performed every day. However, unless the software supports the ability to print important customer information on site, the full benefits of the route accounting system might not be realized!



Business Solution

Route accounting refers to those activities that facilitate the sale and delivery of goods and services in a mobile environment. It includes a number of functions that help distributors take orders, capture transactions, monitor inventory levels, track customer history, and print reports, invoices and more at a local retailer's facility.

The two main activities in route accounting are Pre-Sales and Direct Store Delivery (DSD). Pre-sales is the function where the distributor's sales person visits a local retailer to get new orders and inform the retailer about special promotions. Direct store delivery is where the route driver delivers products to multiple retail outlets, takes inventory at the stores, makes adjustments for returned goods, and more. In smaller organizations, the two functions are often combined so that they are both performed by the route driver.

Since the route drivers and pre-sales people interface with customers daily, a natural way to help make them more efficient and more productive is to give them the tools they need to service their customers as completely as possible in a single visit. This has several benefits, including helping to minimize the time spent with each customer and freeing up more time for them to visit new customers.

How Mobile Printing Can Help

Mobile printing can have an impact in several areas:

1) Pre-sales agents, whose job it is to get new orders, can make use of a mobile printer to: print sales order confirmations for their



FAST FACTS

Industry: Route Accounting

Challenge:

- Help improve productivity of route sales and delivery personnel;
- Help increase revenue and cash flow by completing transactions more quickly and reducing follow-up time, giving workers time to service more customers;
- Help reduce handwriting errors and minimize invoicing delays.

Solution:

Brother PocketJet® and MPrint™ Mobile Printers, as part of a complete route accounting system, can help route sales and delivery personnel meet their goals of increased revenue and cash flow, reduced errors, and improved productivity.

Benefits of Brother MPrint Mobile Printers:

- Professional looking output from high quality 300 dpi printing.
- Reliable, cost-effective printer.
- Low maintenance – no toner, ink, or ribbons to replace.
- Help eliminate errors caused by poor handwriting.
- Print sales orders, customer invoices, delivery receipts, returned goods receipts, customer order history, product promotions, and more.

For more information about Brother Mobile Printing Solutions, contact Compsee at:

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MPRINT™ *POCKETJET*®

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Brother® Mobile Printers

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customers to help reduce disputed orders; print inventory reports to confirm in-stock items; and print sales order history and product promotions to help speed customer decision making.

2) Route drivers can print delivery receipts, customer invoices, and returned goods receipts on-site to review with their customer to ensure accuracy and resolve any problems. In addition, presenting their customers with a printed invoice means less chance of invoicing errors, less work for office personnel, and can help reduce invoicing delays and speed collections.

In each case, the ability for field workers to use mobile printers to help promote products, confirm and complete transactions on site, and provide customers with professional-looking documents can give them the additional time needed to call on new accounts.

Which Mobile Printers Are Best

The printers used for route accounting applications should be portable and reliable, produce a high-quality output, and have low power and maintenance requirements. Many of the mobile printers deployed over the last ten years or more have used either thermal, ink-jet, or impact (dot-matrix) technologies. Of all these, direct thermal printers offer the best combination of features, and are often the preferred choice for this and other mobile applications.

Direct thermal mobile printers are available in a range of sizes, from small-footprint printers to full-page size printers. Common interface options include USB, IrDA (infrared), and Bluetooth® wireless technology.

Advantages of Wireless Technology

USB connections are pervasive and simple, but require a direct cable connection to the printer.

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Cables can break, get tangled with equipment, and limit mobility. For a true portable solution, a wireless, cable-replacement technology makes more sense.

Infrared technology is inexpensive, compatible with many computing devices, and has proven its reliability over many years of service. The one disadvantage is that it requires line-of-sight access.

Bluetooth® wireless technology has emerged as the preferred wireless interface since it allows printing directly from a PC or handheld mobile device without the need for cumbersome cables or line-of-sight operation. Users can also print from up to 30 ft away.

Brother Mobile Printing Solutions – Full Page and Small Format

To meet the diverse needs of the market and our customer base, Brother offers two families of mobile printers:

1) The PocketJet® 3 and PocketJet® 3 Plus mobile printers feature full-page thermal printing for those applications requiring letter or legal size documents. The PocketJet is available in four models, featuring Bluetooth® wireless technology, USB, and IrDA interfaces, and work with many different operating systems.

PocketJet 3 Plus



PocketJet 3 Plus printers offer 300 dpi resolution for applications that require the highest quality output. PocketJet 3 printers, with 200 dpi resolution, provide high-quality

output while lowering the cost of mobile printing. They can be easily carried in a brief case or mounted* in a vehicle.

2) The MPrint™ family of small-format mobile printers produces professional-quality, 300 dpi output on A6 (4.1" x 5.8") and A7 (2.9" x 4.1") size cut sheet notepaper and 2-ply carbon copy sheets.

There are three models to choose from:

- MW-120, with USB, IrDA and Serial interfaces
- MW-140BT, with USB and Bluetooth® wireless technology interfaces
- MW-260, with USB, Bluetooth® wireless technology, and IrDA interfaces

MW-260



Included with each printer is a 50-sheet paper cassette and rechargeable lithium ion battery. Their small size makes them easy to carry in a brief case or wear on a belt or with a shoulder strap.

MPrint is compatible with Windows® PCs, Windows® Mobile handhelds, and BlackBerry® devices. Software development kits are available to integrate mobile printing into new and existing vertical applications.

Brother is committed to providing mobile printing solutions to meet the needs of route accounting professionals, resellers, and application developers.

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