

## case study



S&A Produce, one of Europe's largest strawberry producers, now makes better informed decisions and is more responsive to the needs of its customers since implementing B2M's mProdigy<sup>®</sup> enterprise mobile management site.



With such comprehensive management information, we can now offer an excellent level of service to our customers, giving them highly accurate and timely information on the goods we supply to them.

- André Simon, IT Manager, S&A Produce



Actionable Analytics  
for Business-Critical  
Enterprise Mobile Devices

## Business Need

S&A Produce needed to collect data direct from its strawberry fields in Herefordshire and Kent using handheld computers. The company produces over 10,000 tonnes of fruit each year.

S&A also required help to manage the 4000 people that work for it during the main harvest season: mainly university students from Eastern Europe. The mobile devices had to be suitable for everyone, even those with little or no IT knowledge i.e. a tool that is easy to use and very reliable.



Our senior management team need live data from the fields to measure the performance of the pickers and the yields from each field. We also require full traceability on every punnet as it moves from the field, through processing to a retailer's shelf.

- André Simon, IT Manager

## The Solution

S&A's strawberry pickers are now equipped with ruggedised handheld devices managed by mProdigy and running an application called Pick-it.

As the students weigh pickings at a portable weighing station, the device records the weight and is used to scan the barcode on the picker's i.d. tag, together with the tray's unique barcode. This information is sent automatically from the device to S&A's data centre in Hereford using mProdigy's GPRS capability.

mProdigy was used initially to commission the devices, setting up the appropriate configuration data and uploading updates to the Pick-it application. Once operational, mProdigy allows the devices to be managed remotely and kept up to date. If problems occur, the devices can be rebooted from S&A's IT operation centre.

Now we have a robust mobile management system that provides secure communications and a solid infrastructure on which to run the mobile handsets.

- André Simon, IT Manager

## Business Benefits

With mProdigy, S&A can keep devices working at their optimum levels. This means that S&A's pickers always have the right equipment and can keep working without disruption. With the increased level of information, S&A has improved the management of its business. For example, S&A's production manager can now control exactly how long a team should stay in one field and when they should move to another.



We've not only improved the management of our business but we have also enhanced the level of service we offer our customers. We can now guarantee delivery schedules and provide our customers with the exact date and location when the fruit was picked.

- André Simon, IT Manager