



Case Study

adidas America



Wireless sales force automation drives sales for adidas America.

A Global Leader.

Located in Portland, Oregon, with over 1,000 employees, adidas America produces athletic footwear, apparel, accessories and equipment products. With roots reaching back to 1949, adidas America is part of a larger organization that strives to be the global leader in the sporting goods industry. adidas products are available in virtually every country.

Extending Innovation into the Sales Process.

A leader in its industry, adidas America recognized that it could increase its sales potential by automating many components of the sales process. Its team of 200 sales representatives had been using BlackBerry handheld devices for email. Tim Oligmueller, sales force automation manager for adidas America, began researching ideas to put the handheld devices to greater use.

Oligmueller wanted to reduce the number of calls from sales representatives in the field to check on product availability, enabling them to capture "at-once" business and show customers that the company is on the cutting edge not only in footwear and apparel design, but also in customer service.

Recognizing Inefficiencies in the Sales Process.

Before implementing its wireless sales force automation solution, the company's sales representatives were required to borrow a customer's phone or use their personal mobile phone to check warehouse inventory. The company realized that this slowed sales momentum.

"We wanted to strike while the iron is hot, while the enthusiasm is there for the product," Oligmueller said.

"Real-time wireless access is important because we want the customer to see that we have immediate access to data to meet their needs."

Company:

adidas America

Industry:

Sporting goods

Challenges:

- Access inventory data in real time from the field
- Place accurate orders
- Reduce phone calls to back-office staff
- Improve customer service
- Provide all data in a secure environment

Results:

- Wireless inventory access from BlackBerry devices increases "at-once" sales
- Orders are more accurate, avoiding potential delay
- Fewer back-office interruptions from field sales inquiries
- Custom catalogs are created more quickly and easily
- Competitive edge and better customer service achieved

APPLICATIONS

THE BROADEST AND DEEPEST PORTFOLIO OF WIRELESS BUSINESS SOLUTIONS.





Lacking wireless capability, some sales representatives would prepare for a meeting with a customer by checking inventory before they left the office. However, if an item wasn't available when the sales representative returned to the office, they would have to contact the customer to change the order.

The company's 65 customer service representatives (CSR's) were also affected by an inefficient pre-wireless sales process. Getting calls from sales representatives in the field to check on inventory interrupted their work and affected order processing times.

Examining Wireless and Its Alternatives.

Before implementing a wireless solution, adidas America equipped its sales representatives with laptops that were synchronized just before a customer visit, and the company also tried providing a Web interface into the inventory system. Neither solution was dynamic enough for the company's needs. adidas America quickly realized that real-time wireless access on a handheld device was the only effective solution.

Deploying a Wireless Sales Force Automation Solution.

At the foundation of adidas America's wireless solution is Atlas2Go, an internally developed sales force automation application. The custom

wireless application runs on the sales representatives' BlackBerry devices and performs real-time inventory queries into the company's SAP application data over the Cingular Wireless GPRS network. Sales reps can view up-to-date inventory information, and can choose to receive an email with inventory status, which they can then forward to their customer.

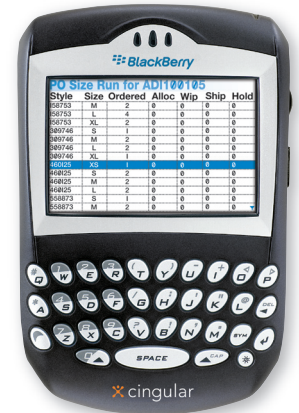


adidas America chose Cingular over other wireless carriers for several key reasons. "Our relationship with Cingular was a big factor," Oligmueller emphasized. "We needed a company we could count on, someone who would be a good partner worldwide."

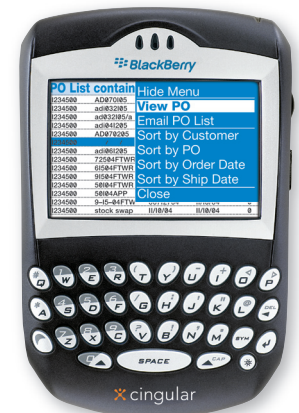
Oligmueller was also pleased to work with a company that provided superior enterprise customer support at each phase of the project, and a secure and stable platform for sending sensitive sales information wirelessly. Oligmueller added: "Cingular was a good partner."

"Real-time wireless access is important because we want the customer to see that we have immediate access to data to meet their needs."

Tim Oligmueller
Sales Force Automation Manager
adidas America



Purchase order size run screen on BlackBerry 7290



Purchase order list screen on BlackBerry 7290





Realizing Tangible Benefits.

The wireless sales force automation solution has provided adidas America with valuable benefits. Sales representatives can more quickly and easily check inventory from the field while providing improved customer service. Back-office staff work more efficiently with fewer interruptions from sales representatives. Oligmueller notes that the adidas inventory system receives nearly 120 wireless queries each day, saving time otherwise spent by phone calls between sales and back-office staff.

Since sales representatives have up-to-date inventory information, there's little room for error when orders are placed. And sales representatives rarely need to call customers to modify an order based on changes in product availability. The improved responsiveness has proved appealing to customers.

For both sales and back-office staff, the level of frustration has clearly decreased, improving employee satisfaction.

adidas America is also able to show customers that the company is on the leading edge and is utilizing technology that its competitors haven't yet deployed.

Rolling Out in Phases.

adidas America quickly developed the sales force automation solution in two weeks. The company had the onsite expertise to develop a custom Java application, which leveraged the Mobile Data Services (MDS) feature of



the BlackBerry Enterprise Server™ and handheld devices, so no additional equipment was necessary.

The application was pushed out over the air to the sales representatives' BlackBerry devices during a regularly scheduled sales meeting. Training was done on the spot at the same meeting.

Recognizing a Return on Investment.

Oligmueller estimates that the company spent less than \$10,000 to develop the software application. "It was so inexpensive to do that just one order paid for it," said Oligmueller. "Our return on investment is going to grow and grow."

Finding Acceptance Among Sales Representatives.

The system gained immediate acceptance from sales. An email entitled "Atlas2Go Rocks!" provides a sample glowing account:

"I just wanted to say thanks for Atlas2Go. One of my buyers called in need of infant shoes. Within five minutes, I was reviewing all of the size runs of infant shoes and emailing the buyer straight from my

"We needed a company we could count on, someone who would be a good partner worldwide... Our return on investment is going to grow and grow."

Tim Oligmueller
Sales Force Automation Manager
adidas America



BlackBerry. That buyer wrote five styles to the tune of about 4,000 pairs on the spot. Not only is it a cool 'show-off' feature, it really works and translates into increased business in a hurry!"

Making Plans for Future Uses of the System.

In a second development phase, sales representatives will be able to place and change orders on the fly through their BlackBerry devices, a feature that should increase sales for the company.

The sales representatives will also be able to look up UPCs (Uniform Product Codes) and product photos, which they can then show or email to their customers.

The application will also enable sales representatives to create custom product catalogs much more quickly than the two to eight hours previously required without wireless capability – allowing sales representatives to create them for all of their customers, as desired.

What's more, sales representatives will have the opportunity to check order status, and

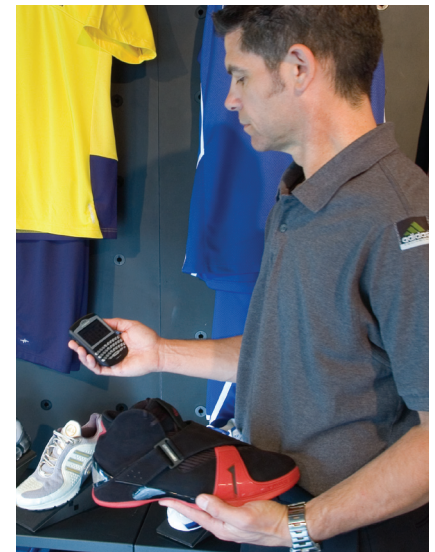
email the information to their customers directly from their BlackBerry devices.

Realizing Unexpected Benefits of the System.

As Oligmueller developed the system, his focus was on sales. One unexpected benefit he has noticed is that adidas is able to benefit from product trends data gathered by the system. By having this market data earlier, they're able to analyze customer demand and respond to it more quickly.

A Successful Solution.

Overall, Oligmueller and adidas America are happy with their sales force automation solution with Cingular. "I consider the solution successful," Oligmueller said. "It's gotten amazing support from the sales reps and the customer service people."



"So not only is it a cool 'show-off feature,' it really works and translates to increased business in a hurry!"

Mike Houser
Sales Representative
adidas America

For more information about Cingular Wireless data solutions, contact your Cingular Wireless account representative, call 866-429-7222 or visit www.cingular.com/sfa



Important Information Results may vary by company and with selected sales force automation solution. Return on Investment estimates are provided for informational purposes only and results are not guaranteed. Eligible Cingular business or service agreement and, with respect to each end user, activation on an eligible Cingular data plan on a compatible device required. Terms of service will vary based on selected devices and service plans. Due to coverage and system limitations, service may not be accessible at all times. Availability, speed of delivery and timeliness of information is not guaranteed. When outside network coverage, access will be limited to information and applications previously downloaded to or resident on your device. A compatible device, third-party software, additional hardware, and/ or subscription to a third-party service also required. Cingular does not sell, supply, install or support Atlas2Go solutions or product inventory software applications. Service subject to applicable business or service agreement, the corresponding Cingular service plan brochure and coverage maps, and related promotional materials. By using service you agree to abide by the terms and conditions of applicable software licenses. Failure to comply with such terms and conditions may result in termination of service. Please contact your Cingular Wireless representative for further details. adidas, the adidas logo, the Trefoil and the 3-Stripes mark are registered trademarks of the adidas-Salomon AG group and Atlas2Go is a trademark owned by the adidas-Salomon AG group. All other marks are the property of their respective owners. Cingular and the graphic icon are registered trademarks of Cingular Wireless LLC. Raising The Bar and the graphic icon are trademarks of Cingular Wireless LLC. ©2005 Cingular Wireless LLC. All rights reserved.

BUS CA P 0705 1247 E