



## Case Study

Hillarys  
Blinds Ltd

HILLARYS



MW-140BT / MW-145BT

### Challenge:

To replace their mobile order taking solution, originally introduced in 2005, with a more consumer-centric application to help their field-based advisors become more efficient and increase sales.

### Solution:

A new Android mobile application integrated with SAP's ERP and CRM systems using Samsung S2 and S3 devices and Brother's MW-140BT and MW-145BT mobile printers.

### Benefit:

Hillarys has seen a definite increase in sales as a result of implementing its mobile solution, with over £400 million orders placed using the system.

“ To ensure Hillarys had the agility to remain a market leader, we replaced the 1st-generation mobile solution that was put in place in 2005, with a much more consumer-centric platform. Brother's mobile printers were an integral part of the new solution, and ensuring we could continue to use them was the clinching factor in choosing an Android mobile operating system. ”

**Julian Bond,**  
Head of ICT, Hillarys Blinds Ltd



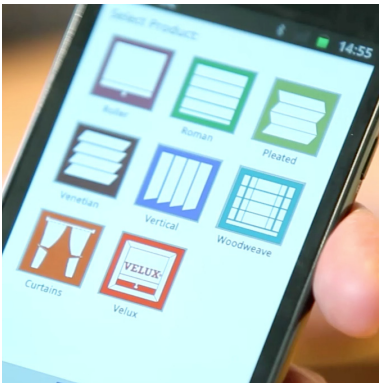
MW-140BT / MW-145BT

## Overview of customer and their challenges

Installing 30,000 blinds, shutters and window coverings every week, Hillarys is the UK's leading made-to-measure blind company. Renowned for their exemplary customer service, Hillarys are continually looking for innovative solutions to help their 1000 sales advisors when visiting customer homes.

In 2005 Hillarys had revolutionised their business with a mobile order taking solution. A customised application was developed on a handheld PDA so advisors could process orders in the home and uniquely, using Brother's mobile printers, they could leave a printed order request with the customer.

Julian Bond, Head of ICT at Hillarys said, "By 2011 we were coming to terms with the fact that our mobile platform was no longer supported by the vendor. But more importantly, with rapid advancements in mobile technology, we knew we could take our existing capability to a new level and deliver a more consumer-centric solution."



"85% of our group turnover is generated through the mobile solution and it has revolutionised how we do business. It continues to improve the in-home experience for our customers, and is a critical part of our drive to continually improve customer service. Hillarys was the first blind company across Europe to use a mobile solution, and continues to lead the way with its next-generation solution. This has been recognised by a string of prestigious business and technology awards for its innovation and project quality. And Brother's mobile printer is a crucial part of that winning mobile solution."

**Julian Bond, Head of ICT Hillarys Blinds Ltd.**

## Brother's Solution

Working with SAP partner AgilityWorks, Hillarys developed an Android based mobile solution using Samsung's S2 and S3 devices and Brother's MW-140BT and MW-145BT mobile printers. The solution provides a seamless interface for Hillarys sales and installation process, including resource planning, appointment and lead management, pricing, order capture, product selection, payment processing and printing the appropriate customer quotations, orders and receipts.

Hillarys could have chosen to use email order confirmations with their new mobile application but their sales advisors specifically requested Brother's MW-140BT mobile printers, who felt it was important customers received a printed document. Measuring just 160 x 100mm, connected via Bluetooth technology and with no ink cartridges to replace, they are an obvious choice for users out in the field. Hillarys will also roll out Brother's second generation MW-145BT as appropriate.

## Benefits

Hillarys next generation mobile solution is generating £2 to £3 million additional sales opportunities and has seen an immediate return on investment. Julian Bond, Head of ICT at Hillarys said, "The solution has increased the productivity of

our sales advisors allowing them to attend more sales appointments and convert more business. And because it's improved resource efficiency and planning we've been able to reduce delivery and installation times. It's enabled us to improve customer service at the same time as increasing sales revenue."

A new mobile solution did not mean a change of printer for Hillarys. Brother's MW-140BT was chosen by their sales advisors in 2005 and, along with the second generation model MW-145BT, it was the printer of choice again in 2012. Julian explains, "We've probably equipped over 2,000 advisors since the initial solution back in 2005 and they like using them.

They find them lightweight and easy to use. They are also very reliable. Many of our advisors are using the same printer with no issues which is seriously impressive for any piece of equipment. So it was an easy decision to choose Brother once more. Customers are impressed when orders can be completed with a professionally printed order and receipt at the end of an advisor's visit, and has helped to improve sales conversions.

The logo for Hillarys, featuring the word "HILLARYS" in a white, serif font, centered within a dark grey rectangular background.

HILLARYS

# Print on the go with mobile printers from Brother



MW-140BT / MW-145BT

For further information please visit our website  
[www.brother.co.uk](http://www.brother.co.uk)

Brother UK Ltd  
Shepley Street, Audenshaw  
Manchester, M34 5JD  
Telephone: 08444 999 444 Fax: 0161 931 2218



ISO9001, ISO14001, OHSAS18001



FOR ENTERPRISE:  
SUSTAINABLE DEVELOPMENT  
2011

