appery.io®

Berger Case Study

"Our sales representatives are better supported, since they now have on-demand access to their sales account information. Thanks to the development of this app we expect more accurate sales data for both marketing and management,"
said Luc Fournier, IT Analyst and Technology Advisor at Berger

About Berger

Berger is a Quebéc-based producer of horticultural growing media, owning factories and peat bogs across Canada (New Brunswick, Québec, Manitoba) and the United States (Texas and California). Their clients are professional growers of various types of crops, and are based all over the world, including North America, South America, Asia and Europe.

Problem

Berger was facing an obstacle as their existing CRM was only accessible from a computer or laptop. The company was looking for a solution to help its sales representative getting their customers information quickly and easily from their mobile devices. Compounding the situation was Berger's deadline- they needed a solution before their annual sales conference, only five months away.

The company needed a time-effective way to integrate existing CRM data into a mobile app. Their existing portal is built around REST services, so they looked for a platform that could leverage their current backend.

Solution

The company selected Appery.io because of:

- **Easy REST integration with their backend programs and infrastructure.** Appery.io allowed Berger to easily integrate their own backend programs and infrastructure into their apps, giving them the flexibility to customize their app to exactly what they needed.

- **An excellent support team:** "Whenever we had a problem or question, they would follow up on the forum within the same day," said Fournier. Appery.io's support team is available via email and phone, and is also extremely active on the company's support forum.

- **Great standard web technologies (PhoneGap, HTML5, JQuery) wrapped into an easy-to-use interface.** Appery.io apps have the ability to easily incorporate native

components, and are source-editable. Plus, you can build once, and deploy to multiple device platforms (Android, iOS, web), all within an awesomely easy-to-use drag and drop environment.

Results

Using Appery.io, Berger was able to build and deploy the app within their deadline, and with time to spare. The entire process took less than 3 months, including evaluating and adopting the platform, designing, developing, testing and deploying the first app.

The company was so pleased with the results of the application that they are now "considering the possibility to create another app that would consolidate a few more activities," Fournier explained.

The recently deployed CRM app allows Berger sales representatives to:

Access customer information, Manage prospects, Review and process quotes, Map contacts, Add follow-up and notes, Follow-up on customer visits.

All in real-time, and on the road, allowing the representatives to have the most up-to-date and organized information, no matter where they are.