

Ferrero chooses Panasonic Toughbook PCs for sales personnel

Ferrero S.p.A. is one of the leading European companies in the food industry. It was founded in 1946 by Pietro Ferrero and Giovanni Ferrero in Alba, a small city near Torino. Today the Ferrero Group is the fourth confectionary manufacturer in the world and the company has 28 operative companies and many factories around the world.

IN 1997 FERRERO S.P.A. introduced the use of notebooks as an important tool in improving the efficiency and the quality of their order processing system.

Each of the 600 salesmen has to manage 20/25 visits to their customers per day. So, they need to be able to take orders quickly and accurately.

Ferrero's first choice was to give each salesman a light notebook PC. A few months later, following the T.C.O. (total cost ownership) analysis, they approached us for our rugged notebook CF-25 series.

During F.Y. 2001 Ferrero S.p.A and Panasonic Italy signed a new agreement to replace all 600 CF-25's with 520 new CF-M34's for the salesmen and 80 CF-72's for the sales inspectors and sales area managers.

The strong features of our notebook PCs are highly valued by Ferrero users, particularly the convenient size of the CF-M34, the touch screen function, the integrated modem and our impeccable service.

TOGETHER WITH FERRERO MANAGEMENT, we are now investigating how Panasonic can help introduce new innovative features such as GPRS transmission to notebook PCs used by Ferrero employees, as well as further enhance the quality of service offered to them with the help of Panasonic (CPE UK) repair activity.

FOR FERRERO SALES PERSONNEL the availability of reliable and rugged notebook PCs supplied by a trusted manufacturer like Panasonic is essential.



CF-M34

Similar Toughbook models are also used by mobile sales personnel in the German food industry and by car and motorbike manufacturers in Germany, Sweden, Italy and Belgium. European sales personnel working for French cosmetics manufacturers are also one of the numerous European workforces that have chosen Panasonic Toughbooks as their preferred tool when visiting clients.



RANGE NOTEBOOK PCs



CF-28
Ruggedised notebook PC



CF-M34
Ruggedised, ultra-portable notebook PC



CF-07
Mobile data wireless display and mini PC



CF-P1
Wireless handheld PC