TOUGHBOOK IN ACTION.
A SUCCESSFUL CHANGEOVER TO PANASONIC TOUGHBOOKS.

Cock’s Vleeswaren, a meat products manufacturer in Sint-Niklaas, was looking for an efficient, and more importantly, a reliable alternative to its often-failing laptops. The solution? Panasonic Toughbooks, which combine high performance with outstanding durability. As a result of this investment, the company made considerable savings in terms of IT man hours and backup equipment. What also appealed to the company was the easy changeover to the Panasonic equipment.
Cock's Vleeswaren now sends its sales representatives out into the field with Panasonic Toughbooks. Before that, the company worked with standard laptops, but they did not stand up to the intensive use. Ludo De Ryck, ICT Manager at Cock’s Vleeswaren: “Our sales representatives visit many customers every day. This means that they have to get into and out of the car twenty or thirty times. The laptop goes with them, because it is indispensible when talking to customers. Inevitably, accidents with these devices will happen from time-to-time. More often than not, our staff literally have their hands full of materials. Such collisions with refrigerated display cabinets, for example, will not do the laptops any good, of course. Moreover, the past has shown that not all of the devices cope equally well with a temperature change from the warm car to the cool store of the client”.

HIGH PERFORMANCE, NO BREAKDOWNS

The company found the solution with Panasonic Toughbooks - portable and versatile high-end devices that are more than just a laptop. They are also capable of absorbing some rough treatment. “Since we changed over to Toughbooks 12 months ago, we have literally not yet suffered one breakdown with these devices. An absolute first for Cock’s Vleeswaren!” says Ludo. The company reaps the benefits of this changeover in a number of different ways. “The Toughbooks save our IT staff a considerable amount of work, and therefore time. The devices also ensure a reduction in stress and problems on the part of our sales representatives. As a result, they are able to fully concentrate on their core task, i.e. selling. The longer life span of the Toughbooks also means that we need fewer backup devices and save a significant amount in maintenance costs.”

The outstanding performance of the Toughbooks is also impressive. “As a result of the long-lasting battery, a Toughbook is ready for work all day long. The large screen makes it very easy to show our customers promotions, brochures, photographs and prices. It also allows the sales representatives to enter the orders on the spot. Using the excellent wireless connection, they arrive immediately at the central servers, after which our automatic picking systems are able process them immediately. Even the extras, such as the user-friendly handle, are very popular with the sales representatives. We get a lot of value for our money.”

RELIABLE DEVICES WANTED

Usually, it was not just cosmetic damage, and sooner or later the traditional laptops let the sales representatives down completely. “Since the beginning or the 1990s, our people have been using laptops on the road. We tried various brands, but they all shared the same malaises: defects, both small and large. This excessive failure rate was our biggest problem”, explains Ludo. Loose contacts, broken LCD screens, laptops that shut down and re-start for unexplained reasons, software that freezes... the list of defects is a long one. Too long, according to Ludo: “To deal with all of the problems quickly and efficiently, we needed too many spare parts and replacement units. This cost us a lot of money. Moreover, our sales representatives were often without their indispensable “assistant”, just when they really needed it with the customer”. In short, Cock’s Vleeswaren desperately needed efficient, robust, and especially reliable, devices.

PROFESSIONAL AND FAST SERVICE

The collaboration between Cock’s Vleeswaren’s IT department and Panasonic ran very smoothly. The convincing proof of concept finally got the company across the line. “The people at Panasonic came to us and demonstrated what Toughbooks were capable of, and how they would make our activities more efficient. The actual changeover went smoothly as well. A short training course sufficed to teach our sales representatives about the use the Toughbooks and the biggest differences between the Toughbooks and our old laptops.

“Panasonic’s expertise also came in handy when configuring the Bluetooth modules in our sales representative's cars. Their technicians, together with our IT people, found the best drivers for ensuring a stable and fast wireless connection.” Cock’s Vleeswaren and Panasonic Toughbooks: a real success. “The devices are more reliable than we ever dared to hope. Even if there were to be a problem, Panasonic guarantees the quickest possible turnaround for repairs. 100% satisfaction does not exist, or so we thought. Now we know better”.

COCK’S VLEESWAREN SENDS ITS SALES REPRESENTATIVES OUT INTO THE FIELD WITH PANASONIC TOUGHBOOKS.