

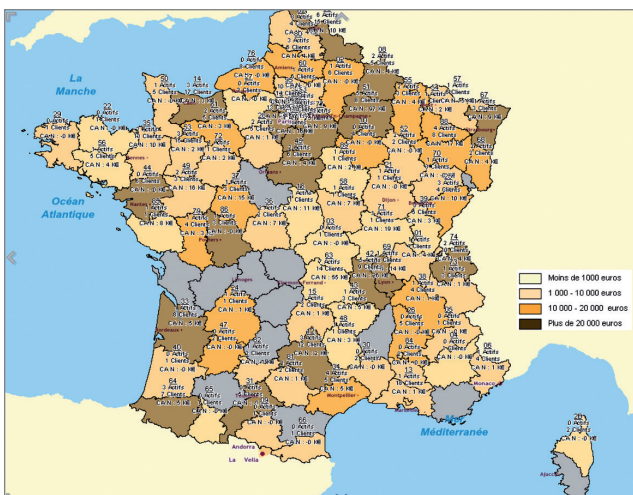
GEOCONCEPT helps Berner to optimize its sales performances

Berner chooses GEOCONCEPT, leader developer of geographical optimization technologies to equip its sales department with a genuine tool to support decision-making and management of sales.

BERNER

EXPERTS PAR
PASSION

The Berner challenge: to maximize the performance of its sales network



Example of distribution of sales per department

Specialist in the distribution of fastening products, tools and technical consumables for professionals in the building, automotive and industry, Berner ensures a comprehensive service and professional consultancy every day to its customers in more than 20 European countries.

With approximately 1,200 employees in France, of which more than 3/4 are dedicated to the direct sales force, optimal sales sectoring is a crucial issue for Berner. The company must be able to rely on a reliable solution, enabling it to take full advantage

of the geography of its market to build and optimize sales areas relevant to its exclusive Sales Representatives but also send clear information to managers of the sale forces.

Beyond a desire to control the geographic space, Berner wishes to maximize the notion of proximity between its customers and its representatives. The company philosophy is indeed to have the customers feel that they are closely monitored when needed and that the representatives have a customer portfolio relatively close to where they live to improve their quality of work and make them loyal customers.

Berner has thus sought an effective sectoring solution satisfying all its constraints and allowing it to optimize sales performances of each of its divisions.

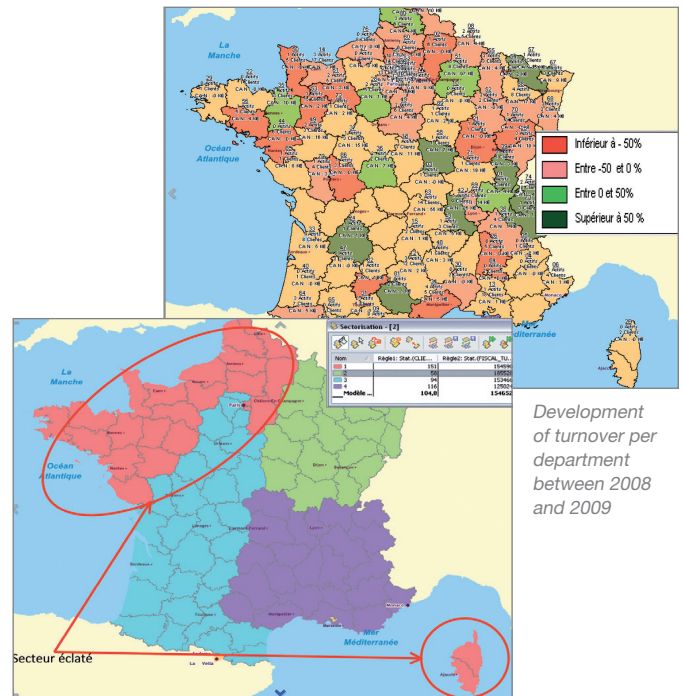
The Berner Group at a glance...

- Creation in 1957 at Künzelsau, by Albert Berner
- 3 business sectors: Construction, Automotive, Industry
- A catalogue of 25 000 products
- 25 branches in 23 European countries
- 93000m2 of warehouse across Europe
- More than 7,000 employees, including 5,000 dedicated to sales force employees
- Turnover 2009: 180 M€

The appropriate reply from GEOCONCEPT: Geoconcept Territory Manager (GTM) and the Geoconcept Enterprise geographic server (GCE)

To effectively cover its market, Berner has chosen to trust GEOCONCEPT and implement a comprehensive software infrastructure, which includes the Geoconcept Internet Server (GCIS) allowing sharing interactive maps online on the company intranet and the Geoconcept Enterprise (GCE) solution, including the sales sectoring module Geoconcept Territory Manager (GTM). Through intelligent optimization components, this tool allows you to create an optimal sales sectoring while respecting the constraints imposed, to make simulations based on given criteria, or to make the best use of the sales potential of the different territories.

An effective sales sectoring relies mainly on accurate and complete database. Berner thus pays particular attention to the qualification of its files (addresses of its customers, turnover, location of their business, etc.) GTM then allows the company to handle this data and perform studies relevant for the managers as for the field sales representatives.



Development of turnover per department between 2008 and 2009

Example of optimization of sales segments: project organization of four exploration areas of large accounts

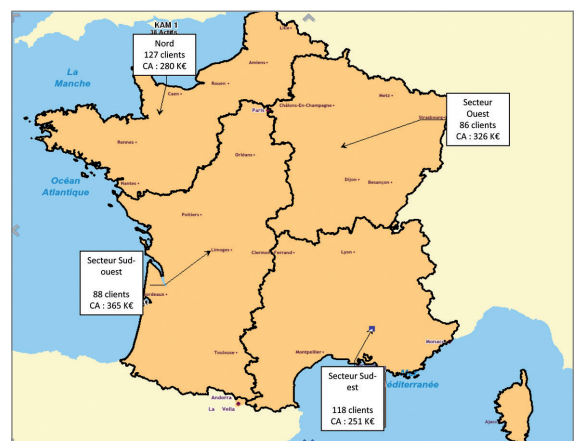
Geographical monitoring and distribution of strategic maps

With the infrastructure set up, Berner develops an active geographic watch for monitoring the areas of sales representatives in their stages of creation and optimization. Berner thus relies on GTM to ensure the viability of sectors, including that each of them brings the best possible conditions in terms of number of customers, geographic potential (new customer acquisition), turnover (on which the remuneration representative depends) or travel time (to be limited for better comfort). The Geomarketing solution thus allows Berner to improve the loyalty of its representatives who can also properly develop their area and if necessary request remodelling it to maximize the performances.

With GCIS, Berner also gets geographic intelligence provided by GEOCONCEPT to establish the distribution of sectoral and thematic maps via the company Intranet. The managers of the sales force as well as field representatives have the opportunity to have a clear vision of geographic performance and a better understanding of customers developing in each sector.

«The GEOCONCEPT infrastructure implementation within our company enables us to create balanced and realistic sales areas, mixing prospects and customers and reducing

travel and their impacts on our representatives. This configuration is a real key success factor for an effective sectoring, allowing to provide a maximum working comfort for the sales force and to optimize business performance of our company, «says Sandrine Cossard Customer Marketing Manager in Berner.



Example of optimization of sales segments: validation of the script