



# Endeavour helps deliver a competitive edge with mobile and an integrated ERP / CRM

## Customer Profile

Hopewell Retail Services is focused on the third-party logistics (3PL) sales and replenishment of Fast-Moving Consumer Goods (FMCG) for Convenience Store and Gas Station customers on behalf of Hopewell's consumer packaged goods (CPG) clients.

Hopewell Logistics has Canadian offices in Mississauga, Brampton, Calgary and Vancouver supporting a broad national distribution network.

## Goals

- Customer Service
- Innovation
- Efficiency
- Cost Control

## Industry

Retail Supply Chain & Logistics

## Country or Region

Ontario, Canada

## Partner

Endeavour Solutions Inc.

## Connect with Endeavour

[www.endeavoursolutions.ca](http://www.endeavoursolutions.ca)  
(905) 542-2139 / (514) 429-1209  
/ (902) 444-7753



[Meet our team](#)

*"While driver accountability was simply a Must-have, for the longevity of the business, the analytics workhorse is the true differentiating factor that separates Hopewell from its competitors"*

Adam Baksh, Vice President, Hopewell Retail Services

## Business Challenge

Hopewell Retail Services (Hopewell) had outgrown the simple mobile POS application that its drivers (field sales & merchandising reps.) were using to place orders via their smartphones. To support its aggressive growth plans, Hopewell needed a partner, such as Endeavour Solutions, who could help them to refine processes, boost analytics and leverage technology in a meaningful and effective manner.

Hopewell had a number of serious challenges in tracking driver performance and reporting on important in-field tasks such as sales and merchandising activities, cash management, inventory management and sales transactions per customer. There was a clear need and desire to automate and improve Hopewell's visibility into its day-to-day field operations as a precursor to future growth.

In support of their growth plans, Hopewell needed an integrated set of systems and mobile applications that would be flexible enough to support both current and future business needs.

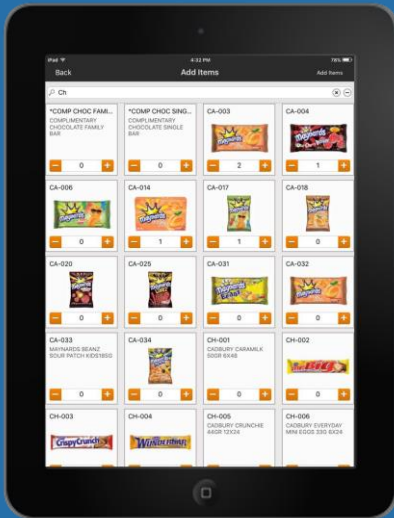
## Solution

Endeavour Solutions designed and implemented a fully integrated solution for sales, logistics and finance, centering on Microsoft Dynamics GP hosted in a private Canadian cloud.

Integrations were developed between Microsoft Dynamics GP and Microsoft Dynamics CRM. These two award-winning systems were further enhanced with SalesPad Mobile to provide additional functions and to improve the driver's mobile experience with the use of 4G mobile tablets.

With the use of Microsoft Dynamics GP and SalesPad Mobile, the Hopewell drivers used their tablets, connected to Microsoft Dynamics in the cloud, to securely place orders, support merchandising, manage in-truck inventory, conduct customer surveys, take "proof of deployment" photos and issue cash receipts – All in real-time.





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## Benefits

The mobile sales, merchandising and inventory management capabilities via Dynamics GP and SalesPad Mobile allowed Hopewell's field sales force to develop deeper relationships with their customers, visit more stores per day, increase sales, and introduce new value added services.

Hopewell Retail Services was also able to leverage the power and analytics of Microsoft Dynamics GP to improve driver accountability, increase its operational efficiency and grow its business. First year accomplishments include:

- Improved revenues
- Increased driver performance (Reduced drive times, increased store visits per truck, and better sales relationships)
- Reduce operating costs (reduction in inventory held on each truck and truck fuel savings)
- Eliminated high levels of cash shrink
- Introduced new ancillary services and merchandising capabilities
- Expanded their market differentiation and grew market share

The improved visibility into its field operations supported Hopewell's implementation of a new set of best practices, sales procedures and training programs. Providing the drivers (field sales & merchandising) with the tools needed to succeed, has resulted in significant improvements in driver accountability and employee productivity.

**"The time savings are substantial. In some cases it is upwards of a 50% reduction in time – fabulous results"** Adam Baksh, Vice President.

With Microsoft Dynamics and the solution developed by Endeavour Solutions, Hopewell can now manage, monitor and grow its operations with confidence, freeing up valuable time and energy to focus its attention on customer service and logistics excellence.

## Next Steps

- [Learn more about innovative projects by Endeavour Solutions](#)
- [Connect with Endeavour Solutions for Dynamics GP](#)
- [Connect with Endeavour Solutions for SalesPad](#)
- [Connect with Microsoft Dynamics](#)

