



## Case Study



**Icreon**

# RoutePro

A Web Based Logistics Management System

**Mirnah Technologies, based in Saudi Arabia, is a mobile computing solutions provider offering end-to-end sales and distribution systems. These include hand-held devices and back-office applications that are necessary to configure and manage the software available on these devices. The existing back-office application, being offered to clients, was desktop based and a need was created to migrate this to a web based application. For this purpose they teamed up with Icreon. The requirements led to the creation of “RoutePro”, a .net based logistic management system that addresses the sales and distribution activities of salesmen.**

## Customer Profile

Established in 1992, Mirnah Technologies Systems is a Saudi Arabia based IT solutions provider specializing in solutions for the mobile computing industry. Mirnah Technologies offers both hardware and software solutions to setup and manage route accounting infrastructures. With operations in Saudi Arabia, Kuwait and Dubai, Mirnah Technologies has one of the largest team of software developers in mobile computing.

## Business Requirements

The hand held devices that Mirnah Technologies offers its clients comes equipped with a back-office application to manage the software running on them. The existing back-office application was desktop/legacy based and could be used to manage master records such as the customer sequence, daily sales inventory, prices, etc for the hand held devices. The handhelds carried by the sales force communicates with the back-office database to send and receive information. With the advent of newer and more advanced technologies, Mirnah Technologies felt the need to upgrade their application to improve its efficiency and to take advantage of the new technologies. With their plans of expanding their areas of operations, the solution was also required to provide support for multiple languages including English, Arabic etc.

## Migrating from a desktop to a web based application

To provide a solution that was robust and scalable, Icreon developed the application using the .net framework. The application was built to be compatible with both SQL Sever 2005 and Oracle 10g databases thereby enabling it to be offered to a wider customer base.

The application has been designed to be multilingual with support for languages such as Arabic, English etc. At any given point in time the application is available in two languages. The languages that are to be used can be defined during the application configuration.

Sales departments can setup and manage the route sales, delivery and accounting activities for their companies. The various modules available within the application include:

- **Route:** The route module can be used to define various sales/van distribution routes as well as define the configuration parameters for handhelds used on each route.
- **Inventory Management -** To define the inventory that is available for sale on a particular route. The sales items and load for the day, the target, route goals, POS items etc can be defined for specific salesmen.
- **Accounts Receivable:** The accounts receivable module can be used to start and close day-to-day transactions on handhelds. This module can also be used to manage the opening/closing balances of the day, invoices, taxes applicable, debit/credit notes, collections for the day etc.
- **Promotions:** In order to promote specific products and to build customer loyalty, special offers and free items can be offered to customers. The promotions module can be used to manage the same.
- **Merchandizing:** Create and manage customer survey forms. It also allows for survey forms to be assigned to individual customers.
- **Basic:** Define and manage various master entries such as divisions, departments, inventory locations, reason codes for goods return, expiry return, expense reasons etc.
- **Administration:** Setup and manage user roles and account, grant/revoke permissions, and manage the configuration settings for the back-office application including options such as currency symbols, decimal plans, week start day, conversion rate etc.
- **Bank:** Create and manage a list of banks available within the system.

**Technologies used in developing this application are:**



## Summary

With the successful migration of a legacy back-office application to the .net framework, Icreon has provided Mirnah technologies with a more robust and scalable solution. The web based interfaces available with the solution enable users to easily setup, configure and monitor their sales and distribution activities. The solution has enabled Mirnah Technologies to offer better and improved services to their customers.