

## INSERT

### The French leader in billposting uses Ikôn to renew its PDA population

Through its 18 regional agencies and 550 employees, Insert, the French leader in billposting for pedestrians for 30 years, manages advertising for 35,500 retail outlets in France. In addition to the firm's core business of billposting on shop windows, easel displays and folding displays, Insert's field team of 350 carries out customized advertising field services in city centres and develops innovative new media products. In 2008, Insert chose Psion Teklogix' Ikôn to replace its fleet of PDAs.

*"This renewal aims to keep existing functionalities, but also and above all to develop new services for our customers, particularly by taking pictures of the tasks done using the new snapshot functionality. We also want to communicate faster with our field force thanks to wireless synchronization, and to secure productivity gains thanks to enhanced mobile applications."* – Christophe Gomez, New Technology and Development Manager at Insert

## The Challenge

According to Christophe Gomez, New Technology and Development Manager at Insert, "Services are a key sector in which mobile IT takes on its full meaning. This is where our 350 field operators can make full use of their skills and experience, visiting 35,500 shopkeepers twice a week! When an advertiser such as Bouygues Télécom entrusts us with a special nationwide campaign, they know that they can count on our ability to roll-out a very subtle yet large-scale, spectacular operation, in a very tight timeframe."

As part of these special operations, PDAs are vital for:

- receiving mission information
- identifying each advertising medium by barcode scanning
- Monitoring the installation and dismantling of the billboard stock
- Managing stock maintenance
- Locating advertising media using GPS technology (upcoming functionality at Insert)
- Taking high-definition digital pictures of billboards installed (upcoming functionality at Insert)
- Recording any damages or defects
- Reporting feedback from retailers
- Handling administrative tasks with each customer (retailer): payment, billing

- Reporting to Head Office, especially for pay slip purposes support
- Drafting reports for customers

The selected PDAs needed to meet all the criteria defined by Insert as sensitive for their business: scan speed, sturdiness, picture quality, ergonomics, battery life, OS stability and data-rate quality for synchronization.

## The Solution

According to Pierre Dupaya, IT Manager at Insert, "by renewing the PDAs that our field staff has been using since 2000, we are passing a new technological milestone. We were satisfied by the equipment provided by a competitor, but it has now become intrinsically obsolete, especially as regards the operating system, ergonomics, the picture snapshot function, the synchronization capabilities, the RoHS requirements".

A large-scale field test was conducted at the end of 2007, managed by Christophe Gomez and Vincent Bouchat, Project Manager, which allowed Insert to easily compare the equipment being tested with the PDA used at the time and where possible, to assess the new functionalities.

"For each device, each tester could freely report up any information, whether

quantitative or qualitative. To begin with, we methodically tested 3 devices and to be honest, none really stood out, as they did not meet all the criteria we had defined as sensitive for our business: scan speed, sturdiness, picture quality, ergonomics, battery life, OS stability and data-rate quality for synchronization." says Vincent Bouchat, Project Manager.

In late 2007, the project team was informed of the announcement Psion Teklogix had just made introducing the Ikôn. The Ikôn was quickly tested in Paris and outskirts. And results were particularly good, as this new PDA met all the criteria considered sensitive. Insert thus decided to equip all of its field operators.

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## The Benefits

With Ikôn, Insert passes a new technological milestone and 2008 will therefore

be a decisive year for Insert as it strives to find new solutions for major urban advertisers. For its project team, a new stock of PDA's is more than a mere improvement for the billposter business: it means providing new services, such as quasi real-time monitoring of campaigns by the customer himself. We will be reporting on new developments again in a few months' time. Psion Teklogix enjoys supporting this kind of "street fight"!

With the Ikon, communication is faster in the field and Insert has seen productivity gains thanks to enhanced mobile applications:

- WiFi connectivity allows for optimized and more reliable communications between Head Office and the field
- Imager with barcode reader function enables identification of each adver-

tising medium (functionality already available with the previous PDA)

- GPS functionality allows for total geocoding of all media. Easy location in case of a one-off intervention, optimization of rounds
- 2 mega-pixel digital colour camera: to prove efficient service provision, namely for special Field Service operations



Insert invested in 436 Ikon terminals with the following functionality:

- Micro SD slot
- 5,000-mAh Battery-Pack
- Windows Mobile 6.0 Professional OS in French
- WiFi 802.11b/g
- Voice and data UMTS modem
- Imager 1D EV15 barcode reader
- GPS
- 2-MP digital camera
- AC power adaptor
- Suction-pad vehicle stand
- Car Cigar-Lighter Adaptor



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