



## Intcomex Field Sales Increase helped by MobiWork Solution!

Intcomex, Inc. (Intcomex), together with its subsidiaries, distributes information technology (IT) products throughout Latin America and the Caribbean. This IT distributor company was founded in 1988, and is headquartered in Miami, Florida. Intcomex sells IT products to third-party distributors, exporters, reseller and retailer customers, and smaller distributors. The company offers most digital consumer electronics and electronic accessories on the market today, for example, smartphones, tablets, self-standing computer systems, computers, PC components, printers, power protection/backup devices, mice, scanners, external disk drives, modems, projectors, digital cameras, and much more. Their vision is to expand their leadership and presence in the fast-growing market for technology in Latin America, while maintaining the highest relations with their partners, customers, shareholders, and suppliers.

***“We’ve deployed MobiWork throughout 14 countries and we’ve seen a significant increase in global revenues coming from our field team directly related to using MobiWork.”***

**– Aldo Barrios, Global IT Manager of Intcomex Inc.**

**Industry:**

Technology Distributors, Manufacturing, and Warehousing

**Regions:**

14 countries

**Key facts:**

- Largest Latin American-based distributor of technology products
- 50,000 resellers and customers
- 180+ manufacturers
- Portfolio of over 12,000 SKU's
- 839,000+ ft. storage in 24 consolidation centers

**Headquarters:**

Miami, Florida

**Website:**

Intcomex.com

## Key Challenges: Demand for a Truly Mobile Solution

Intcomex has a presence in 14 countries, with nearly 50,000 customers. Prior to MobiWork, Intcomex was using a custom developed software. However, as the market started going mobile, the management team needed a truly mobile solution for their sales, marketing, and logistics teams that are in the field almost all day long. The solution had to be integrated with

their ERP and had to be able to handle a very large product database with prices that fluctuated on a consistent basis and taxes that were substantially different from one country to another.

Intcomex also launched a major initiative to expand its reseller network and the solution needed to streamline and bullet proof the entire process of managing prospects and customers. Intcomex's other requirements included automating the sales order, on-time delivery and inventory management processes as well as tracking the activities of their employees and reducing their administrative work. The solution also had to be reliable, internationalized (in multiple languages), customizable and evolvable in the long-run.

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## Results: Intcomex Achieves Drastic Field Sales Automation & Growth

When Intcomex implemented MobiWork in 2012, they were amazed at the functionality. Intcomex continues to use MobiWork for its advanced capabilities of sales automation, tracking of users, creation of customers, ongoing customization, and exceptional support. Intcomex leadership is elated by the increase of quality and the quantity of custom reports. Aldo Barrios, the Global IT Manager of Intcomex, says, **"We've had unprecedented success with visibility: our inventory of over 12,000 SKU's is now managed in real-time across all territories."**

With all eyes on inventory activities, their sales order process was completely reinvented and optimized. MobiWork's mobile CRM has given Intcomex sales teams the power to select a product, the number of units, review and approve quotes, add discounts and place sales orders from anywhere at any time. They can also check incoming orders and eliminate most errors related to product SKU's (errors have been reduced by 95%). The field sales organization can also capture new customers including rich content such as images, exact location and signatures.

With nearly 100 sales orders per day, the application proved to be extremely easy to use even in such demanding environments. In addition, there are many remote regions and areas with no connectivity in LATAM. Before they had no way to capture sales in those areas, now their sales team are fully capable of capturing customer information and sales in offline mode, drastically increasing their sales orders and profits. Both Intcomex managers and employees love the entirely automated location tracking and mileage computation for expense reimbursement. Barrios also mentioned, **"We have a new level of visibility in the field, now that we can track users and sales orders."** Noting that by using MobiWork, Barrios said, **"We can deliver more impactful content and more engagement to our sales team and customers at the right time. The results were even better than anticipated."**