CASE STUDY: LAYMAN CANDY COMPANY, INC.

"When it's about your customers and the tools to help their businesses grow, the technology has to be top notch. The XP30 is a hands down winner."

Industry:	Wholesale Distribution
Application:	Sales Order Placement
Challenge:	Supporting customers with leading tools to enable growth and streamline processes.
Solution:	Janam XP30 mobile computers enable customers to place orders with ease, resulting in increased sales volume

A Sweet Solution for Sales Orders

Wherever you go, it's easy to find. Candy seems to be available just about everywhere. From supermarkets and delis to gas stations and hotels, there seems to be an endless supply of packaged candy. How lucky it is to find your favorite candy anytime, anywhere. But is it luck, or is there more to it?

As it turns out, there is a lot more to it. Behind the scenes an intricate network of people, trucks, warehouses and technology supports the delivery of packaged goods to locations where consumers can make purchases. In the mid-Atlantic region, the steady, reliable supply of candy is thanks in large part to Layman Candy Company. And it's not just candy; Layman Candy Company, Inc. is a full service wholesale distributor, supplying large and small retailers alike with not only candy items but a wide selection of grocery items, dairy products, health and beauty aids, tobacco products and deli goods.

Layman Candy Company, Inc. was established over 50 years ago. The company started as a small candy distributor for convenience stores in and around Roanoke, Virginia. The company has grown steadily and expanded beyond candy distribution more than 25 years ago. Today, Layman Candy Company serves overn 500 businesses with more than 7,000 convenience items.

An important factor in the company's growth and success has been a steadfast commitment to their customers' success. Most recently, to help their customers grow and to streamline processes, Layman Candy Company turned to Tiva Software, a mobile route sales solution provider. Tiva teamed with Janam to provide Layman Candy and their customers with a rugged mobile solution for product ordering. Layman Candy selected Janam's XP30, and now the majority of Layman customers use Janam's XP30s for placing orders with Layman.

Form and Function

According to the customer, the Janam XP30 was selected for its superb barcode scanning capability. In addition, the numeric keypad makes it easier for users to adjust orders on the fly, while the four foot drop spec gives Layman and its customers

"Our customers took quickly to Janam's XP30 mobile computers and are enthusiastic about the self serve model we've created."

Placing restock orders is easier than ever with the XP30.

added peace of mind. Rounding out the product's robust feature set, the size, weight and overall look and feel of the handheld won favor over all competitive products. "We're providing our customers with the best technology," said Jason England, Information Technology Manager, Layman Candy Company. "Janam's XP30 has all the features and it's a better handheld to give customers. They simply like the look of it and are more inclined to use it."

And use it they do. Sales orders are increasing due to ease of ordering, and customer feedback has been overwhelmingly positive. With increased efficiency and growing sales, it's clear that Layman Candy has discovered the sweet spot for rugged mobile computing.

The Sweet Taste of Success

"Our customers know they can count on us to help them succeed. We aim to make it easy and rewarding to do business with us. Order placement with XP30s is a good example of what works. It is a win-win situation."

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Janam Technologies is a provider of rugged, handheld computing devices for mobile workers. Janam combines deep industry knowledge with advanced technologies to deliver products and accessories that increase productivity, reduce costs and improve customer satisfaction. Specializing in purpose-built mobile computers that scan barcodes and communicate wirelessly, Janam's products are ideally suited for mobile applications in retail, healthcare, hospitality, manufacturing and logistics.