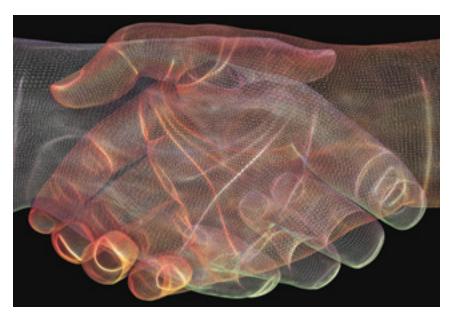**IBM**

Software from IBM and 3OR Solutions helps beverage bottler improve customer relationship management

**IBM Business Partner:
3OR Solutions**

3OR Solutions provides customers software solutions that focus on management of quality assurance, workplace health, customer relationship and personal data. 3OR Solutions is headquartered in Barcelona, Spain.

3OR solutions

Since "tresor" means "treasure" in Catalan and French, Israel Cotes, IT manager of 3OR Solutions, views his company "as a treasure for our customers, committed to offering them high-quality, specialized products and to increasing their satisfaction day by day."

3OR, an IBM Advanced Business Partner, specializes in software solutions that focus on management of quality assurance, workplace health, customer relationship and personal data. It is part of a group of four IT companies in France and Spain, all of them IBM Business Partners.

"An extremely important factor in all of our offerings is their ease of use for the end user," Cotes said. 3OR serves a range of industries throughout Spain, and all 3OR software runs exclusively on IBM Lotus Domino.

"We're able to provide our customers with improved document-management capability, error reduction, cost reductions and control over activities, tasks and more," Cotes explained.

Key software products offered by 3OR Solutions include:

Prevención de Riesgos Laborales Plus (PRL+)™ (Prevention of Risks at Work Plus) manages documentation and data entry for the Prevention of Risks at Work program in Spain. PRL Plus allows a user to create, change, control and distribute flexibly and efficiently with a high degree of security, the information stored within the system. Special attention was given to user interface and access to information, so the user can, at any time, find the right information and obtain its current status.

DP Plus™ helps customers generate and maintain documentation required under Spain's 1999 Personal Data Protection Organic Law.

"IBM helps 3OR increase our visibility by sharing product and technology expertise at the IBM Innovation Center in Barcelona, training our employees and publishing information about our products."
Israel Cotes,
IT Manager,
3OR Solutions

Calidad Total Plus (Total Quality Plus™) is an integrated IT solution, specially designed for document management to meet international standards for quality management systems (ISO 9000), environmental management systems (ISO 14000) and the Prevention of Risks at Work program.

CRM Titanium™ is a solution for sales and marketing departments that meets their needs for teamwork and communication in customer relations.

One satisfied customer of 3OR is Bardinet, which has been bottling and distributing alcoholic beverages worldwide since 1857. It is headquartered in Barcelona. "Our sales force had traditionally recorded purchase orders and compiled reports by writing the information on paper," said Jean Paul Bouyat, president and general manager of Bardinet. "We had no server or application in place to record or manage this vital information, and that compromised our ability to maintain accuracy and completeness."

Bardinet asked 3OR to help. Working with 3OR, Bardinet installed IBM Lotus® Domino Enterprise Server, IBM Lotus Notes® software and IBM System x™ as the foundation for the customer relationship management solution.

Bardinet now uses Lotus Notes and Domino for corporate e-mail, calendars and scheduling. Sales force employees now have access to their e-mail online when in the office and use the offline version of Lotus Notes on their laptops when traveling. Bardinet also is using the Lotus Domino Enterprise Server platform to host other CRM software.

"We have boosted our sales and customer satisfaction levels, successfully streamlined our sales-related business processes and increased the efficiency of our sales

force," Bouyat said. "The sales team now submits orders using the Lotus Notes software. Thanks to the group calendar function in the Lotus Notes application, the sales team is aware of the activities of each employee, preventing possible overlaps in customer visits."

Bardinet has reduced the time it takes to process an order and increased order accuracy, which has improved customer satisfaction levels and made the company a stronger competitor in the beverage industry, Bouyat said. "We now have a solid platform on which to focus our CRM strategy, thanks to the reliability of the Lotus Notes and Domino platform and the strong performance of the IBM System x," Bouyat explained. Bardinet is now equipped to respond quickly and efficiently to the needs of customers, and "we have the right tools to continue to succeed," he said.

3OR is as satisfied with IBM as Bardinet is with 3OR, Cotes said.

"IBM helps 3OR increase our visibility by sharing product and technology expertise at the IBM Innovation Center in Barcelona, training our employees and publishing information about our products in various marketing and communications channels," Cotes said.

3OR participates in IBM PartnerWorld® Industry Networks, which offers a rich set of benefits to all IBM PartnerWorld members who want to team with IBM to build their vertical market capabilities, expand their partner network and attract customers in the markets they serve.

3OR is "optimized" in the fabrication and assembly, healthcare and life sciences and wholesale industries, which means it has developed further specialization by optimizing its applications with IBM technologies, achieving success with their own solutions and other criteria.

More than 10,000 ISV Business Partner firms in 160 countries participate in IBM PartnerWorld Industry Networks.

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To learn more about 3OR Solutions, visit: www.3or.net

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