

Bydgoszcz, September 21, 2015

REFERENCE LETTER
for **Comarch ERP Mobile Sales** system

History of **Polwell** company starts on the 20th of June, 1990. **Polwell** is a modern company specializing in sales and distribution of hairdressing products and has its own hairdressing wholesales. It is known for its extremely wide offer, competitive prices, high quality of service, reliability and employees who can take care of every customer. We all in Polwell pay much attention to satisfy needs of our customers. Therefore, we not only provide them with hairdressing products from constantly expanded offer delivered by our wholesale, but also support their development, education and keep them well-informed at all times.

We are a trading company and trade is a customer-oriented activity. Our existence and development depends on how well we serve the customers. Our goal is to reach as many of them as possible. We want to satisfy needs of our customers at many levels of their business activity – starting from wide, universal offer of products and safe purchases, through up-to-date information and perfect service to building lasting relations. Merchandise of good quality, delivered professionally and kindly, is the subject of our actions. Openness and ethical behavior in cooperation with our customers constitute our core values.

Applying all the above statements to our daily work is an essential condition for further growth – growth of subsidiaries and growth of the company. In order to effectively achieve the defined goals, our company needed an IT system which would support our employees in their daily work. We decided to deploy **Comarch ERP Mobile Sales** mobile applications in cooperation with **Comarch ERP XL** system.

With complete conviction, I can say it was the right decision, which is confirmed almost every day. Unquestionable asset of the deployed system is the fact that solutions we use are **integrated** with each other. Owing to that, regardless if items, customers and vendors or documents are added directly in Comarch ERP XL system or in Comarch ERP Mobile Sales mobile application, the data is stored in one database from which it is later “retrieved” and can be comprehensively analyzed with the use of Business Intelligence solution.

Comarch ERP Mobile Sales mobile solution, with the use of which our sales representatives can effectively complete their task, plays an important role in the company. In Polwell, there are three types of mobile employees, each processing different tasks. However, thanks to **flexibility** of the mobile solution, we had no problems to adjust it to our needs. In a global perspective, our sales representatives register documents during **visits** in customers’ locations. Some of them focus on

sales transactions of **preselling** type through issuing **sales orders** and **sales inquiries**. However, most of mobile employees process transactions of **vanselling** type by issuing **sales invoices** and selling the merchandise they brought along directly to a customer. Sometimes, it is necessary to accept a complaint, which does not make any problem for our employees as they are able to issue a **sales complaint** document in Comarch ERP Mobile Sales application, which is later processed in Comarch ERP XL system.

Moreover, when issuing documents, our employees can easily find and verify **historical documents** for a given customer, which enables previewing, copying as well as taking advantage of previously issued documents or particular items. Sales representatives, whose task is to sell products directly at customers' locations, can also **receive payments** with the use of Comarch ERP Mobile Sales application, owing to the possibility of issuing **cash deposit** document.

In our opinion, it is very difficult, or even impossible, to conduct sales without applying a relevant promotion and discount policy. Therefore, another feature of Comarch ERP Mobile Sales application we use is handling of **promotions** and **discounts**, including **bundle promotions**. I would like to draw particular attention precisely to the bundle promotions. That type of promotions defined in Comarch ERP XL system is used by sales representatives directly when issuing a document in a customer's location. We are able to flexibly define the list of items subject to promotion, determine **value or quantity thresholds** for which a given promotion applies as well as select **freebies** which can be released to a customer. Virtually, there are no limits with regard to defining of promotions and discounts, and that allows us to respond in a flexible manner to the needs and expectations of our customers and offer them the best trade conditions possible.

We recommend Comarch ERP Mobile Sales application with complete conviction. It allows our mobile employees to efficiently complete their tasks. While providing a wide range of possibilities to use it, the solution is designed in an intuitive way, which also increases its value added. Today, we cannot imagine our sales representatives working without Comarch ERP Mobile Sales application.

Best regards,