

# Case Study



## Mobile solution for Camelot

Camelot operates the UK National Lottery and manages some 36,000 outlets via a sales force of 220 field sales executives (FSEs). Each executive needs regularly to complete a number of reports on each outlet and also ensure compliance to a set of agreed standards. Previously these reports were done manually and then returned for central processing and creation of management reports.

Camelot approached a number of leading IT companies, looking for a solution that would allow them to automate the reporting procedure, manage the FSEs' call cycles and provide up to date information to the FSEs. Camelot selected Codegate due to our unique experience in handheld technology and implementation of merchandising systems.

The solution provided each FSE with a Psion Teklogix laser terminal loaded with a bespoke application which guides them through each call, prompting for obligatory data. It also provides historic information. Collected data is transferred nightly to and from Camelot's main computer via dial-up secure communications. This enables immediate management reports to be generated.

As well as enabling more timely and accurate management reports, the system provides up to date information to the Field sales Executives thus enabling more effective and efficient use of the field sales personnel.

### About Codegate . . .

Codegate is a privately owned software development company, with its head office in Oxfordshire. We specialise in the provision of track & trace and mobile enterprise solutions. This includes a "full service" offering from functional specification through to design, production, implementation and ongoing maintenance.



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