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# ITGroup Mobilizes a Company's Sales Force on Digital Wheels

BY GABRIEL PARRA BLESSING

ITGroup focuses on innovative mobile applications and specialized technology methods that transfer computing power to the mobile workforce, providing sales force and warehouse automation, inventory-control processes, direct sales, delivery tracking, and field services, among others. ITGroup's experience with GlaxoSmithKline (GSK) provides a case in point.

Mario Castellanos, general manager for GSK Puerto Rico, maintains: "ITGroup and its MobileSF solution have allowed us to maximize our sales efforts. We have seen a marked increase in productivity and we are better-prepared to serve our clients." As one of the leading pharmaceutical companies in the world, it is imperative for



**ITGroup President**  
**Miguel A. Carrasquillo Manzano**

GSK to have tools at its disposal that can facilitate and streamline every aspect of its operations without compromising quality or reliability. Particularly out in the field, where sales representatives are the principal point of contact with its

clients, GSK requires solutions that can expedite the sales process while retaining overall control of its business procedures to provide efficient and reliable service to its clients.

Using the latest in pocketPC and wireless technology, MobileSF allows data to be recorded, validated, and transmitted at the client point of contact, rather than having sales representatives wait until they return to headquarters for the company to begin processing orders.

"In [the pharmaceutical sector,] it is very important for service representatives to work as efficiently as possible. By providing automation systems to its sales force, GSK has been able to place in the palm of their representatives' hands the necessary resources to improve client service," ITGroup President Miguel A. Carrasquillo Manzano told

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Prior to establishing ITGroup in 2000, Carrasquillo envisioned creating an information-technology services company that would provide custom-programming solutions tailored to customer needs, while providing other services like the integration and support of existing systems. "ITGroup represents the fulfillment of that vision," Carrasquillo indicated.

"MobileSF has transformed ITGroup from a consulting firm into an Independent Software Vendor, as well as a leader in the pocketPC-programming field. It also is worth noting that MobileSF achieved the 'Designed for Windows Mobile' logo certification, which positions MobileSF among the elite of Microsoft's mobile software applications," Carrasquillo concluded. n

*Birds of a feather flock together...*

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