# RAIN BIRD CORPORATION Competitive Data Collection

Quick Base Mobile application for field collection of competitive sales data

CLIENT CHALLENGE:

Rain Bird Corporation is a global supplier of commercial irrigation systems and supplies. They have a worldwide sales force that are responsible for capturing sales data out in the field. During these sales visits with customers, the sales staff collects information about pricing and competition in their market. The information that's gathered during these visits are vital to monthly management reports. Prior to MCFTech's involvement, sales data was captured and added to excel spreadsheets.

RAIN BIRD MOBILE APPLICATION
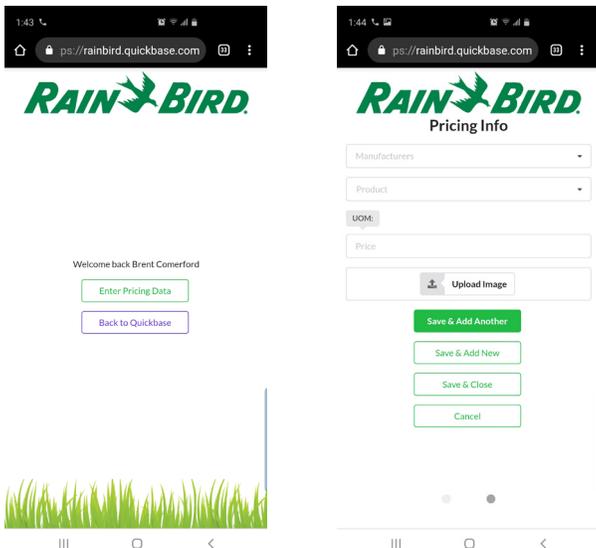
MCFTECH SOLUTION:

MCFTech worked with Rain Bird to develop a Quick Base application with a mobile interface. The sales force can enter data while in the field with their customer utilizing this mobile interface. In addition to data capture, a user can also take pictures and upload those to Quick Base as a record of their visit. All data is then available at month end for reporting. Reporting can be done timely and accurately from Quick Base bringing key information to management for review.

ABOUT RAIN BIRD:

Rain Bird Corporation is a large international privately held manufacturer and provider of irrigation products and services for landscapes, golf courses, sports fields, and agriculture, designed to minimize water consumption, founded in 1933 during the agricultural boom in California. They are the leading global manufacturer and provider of irrigation products and services. Since the beginning, Rain Bird has produced and offered the industry's broadest range of irrigation products for farms, golf courses, sports arenas, commercial developments and homes in more than 130 countries around the world.

BENEFITS

MCFTech partnered with Rain Bird to create a custom user interface for data entry that helps replace spreadsheets producing real-time reporting.

Because of this decision to forgo spreadsheets and move to a Quick Base application, Rain Bird has reduced their manual recreation of existing data by 95% using Quick Base in place of their spreadsheet reporting.