# How A **Major Beverage Distributor** Leveraged **Mobile Technology** to Gain a **Competitive Edge**

# Retail Intelligence on Demand
## from Survey Analytics

An international leader in the manufacture, marketing, and distribution of alcoholic beverages is leveraging mobile technology to gain a competitive edge using the SurveyPocket tablet and smartphone app from Survey Analytics.

Previously, the distributor had provided paper and pencil questionnaires for their representatives to fill out in-store, in order to collect information about the way their products are presented in the retail environment.

However, there are many drawbacks to paper questionnaires - most importantly, it takes a long time to get the information to decision-makers.

The distributor approached Survey Analytics about using the company's mobile field data collection application, SurveyPocket, to collect competitive intelligence.

A critical differentiator was SurveyPocket's native bar code scanner.

SurveyPocket's barcode scanner is dynamically connected to the Universal Product Code (UPC) bar code database.

For the distributor, Survey Analytics built and integrated a proprietary bar code database of its products.

Today, the distributor's representatives use their mobile devices to collect a vast amount of information during their in-store visits, including bar code scans of their own and competitive products.

They take photos and videos, and they answer questions about the store and the placement of products.

The retail intelligence collected by distribution representatives on smartphones and tablet devices is synced securely to a centralized database for analysis.

This near real-time information gives the distributor a competitive advantage in the beverage marketplace.

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