

Case Study:



## Meeting Database Needs in Field Force Automation

### Overview

In 2002, Qualityfour Technologies (Q4T) was selected by Groupe Danone to become their Worldwide Contractor, providing mobile solutions development services for their operations. Q4T also has partnerships with Microsoft, Hewlett-Packard, Sharp and IBM with customers from a wide variety of industries including wholesale distribution, banking, pharmaceutical, insurance, and telecommunications.



In 1999, Q4T began searching for an embeddable database that had three essential qualities: high-speed, low-level API access, and stability. The database would be used in their mobile product line, XFamily, whose products

meet specific field needs for wholesale distribution and industries, financial segments, researchers, and the pharmaceutical industry. XFamily uses Field Force Automation to optimize transaction and communication time for sales agents in the field and Q4T specializes in equipping sales representatives with the best mobile

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**- Q4T Chief Technology Officer  
Esteban Sarabia**

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software for their PocketPC devices. Q4T tested every database management system available to them including Oracle, Sybase, and Microsoft.

After reviewing all of their options, Q4T put their faith in Birdstep Technology’s RDM Embedded database. “Birdstep’s reliability won out over other database competitors and we’ve gained the most success stories from using Birdstep,” said Q4T CTO Esteban Sarabia.

Q4T has discovered a market niche with Field Force Automation and created its XFamily to

run on Windows CE. All four XFamily software programs function using Birdstep Technology's database, RDM Embedded. Birdstep's database has helped make Q4T's XFamily a success by providing a fast, stable, low-level API access database that perfectly suits the software.

### The Challenge

Q4T began searching for a database that would optimize the processing time for information to be retrieved by a salesperson in the field from a PocketPC database. Another problem for Q4T was the high level of API's on most databases. Programmers are not able to render exactly what is needed at a low management level when they are forced to use a high level API. The third problem was finding a database that was reliable. According to Q4T's CTO Sarabia, "Embeddable databases that are consistent are difficult to find. We were seeking a certain level



of quality in a database that required stability in its performance and data storage."

### The Solution

"One of the best things that RDM embedded solved for us was that it was taking a lot of process time for information to travel from the PocketPC to the PocketPC database and back. RDM embedded is able to prepare AP files and

transmit data already processed and prepared in RDM format, making it incredibly fast," Sarabia commented.

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**"RDM Embedded's capabilities are extremely marketable and have given Q4T a commercial advantage . . . RDM Embedded seems limitless."**

-Sarabia, Q4T CTO

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Birdstep RDM Embedded database has helped Q4T's XFamily find success. Ultimately, Q4T chose to work with RDM Embedded due to its high performance, low level API access and dependability. "RDM Embedded's capabilities are extremely marketable and have given Q4T a commercial advantage. Most embeddable databases have a limit of 50 megabytes, but RDM Embedded seems limitless," said Sarabia.

### Conclusion

Q4T's XFamily continues to provide premium software that specifically meets the needs of a diverse sales force. Various industries have different goals and needs. Q4T has specifically crafted four different XFamily software programs to meet specific sales needs in various industries. Behind XFamily's success is Birdstep Technology's RDM Embedded database. RDM Embedded's fast speed, low-level API access, and stability have become a powerful behind the scenes agent to Q4T's success.

Q4T will continue to work with Birdstep Technology and soon will be releasing their new product line *@Once* that features Birdstep RDM Mobile as the database.