

# Flymo/ Computerstream

Adobe® Acrobat®

## Adobe Acrobat creates beacon for Flymo's commitment to new business practices

### BENEFITS SUMMARY

- Fully interactive part-identification and online ordering tool
- Look and feel of original documents retained
- Significant impact on order quality and cost
- A beacon for Flymo's commitment to new business practices
- A system that adds value to relationships with distributors, dealers, and customers

[www.flymo.co.uk](http://www.flymo.co.uk)

[www.computerstream.co.uk](http://www.computerstream.co.uk)

Originality has always been the philosophy of the Flymo lawnmower company. From the first hovering lawnmower to adopting the latest online technology, this groundbreaking company has always placed great importance on technology as the facilitator of innovation.

Flymo became part of the worldwide Electrolux Group in 1969, and quickly established itself as Europe's largest manufacturer of powered lawnmowers, currently accounting for over half of the UK market. Determined to maintain the competitive advantage that has made the company a market leader, Electrolux Outdoor Products approached Computerstream to develop a CD-ROM based catalogue.

Initially designed as a tool to support distributors, dealers, and technical staff, the project developed into a fully interactive part-identification and online ordering tool that has significantly affected order quality and cost.

Keith Lawson, managing director at Computerstream explains: "Our company is closely associated with Adobe, and Acrobat in particular. We have successfully built our own business around the application and implementation of

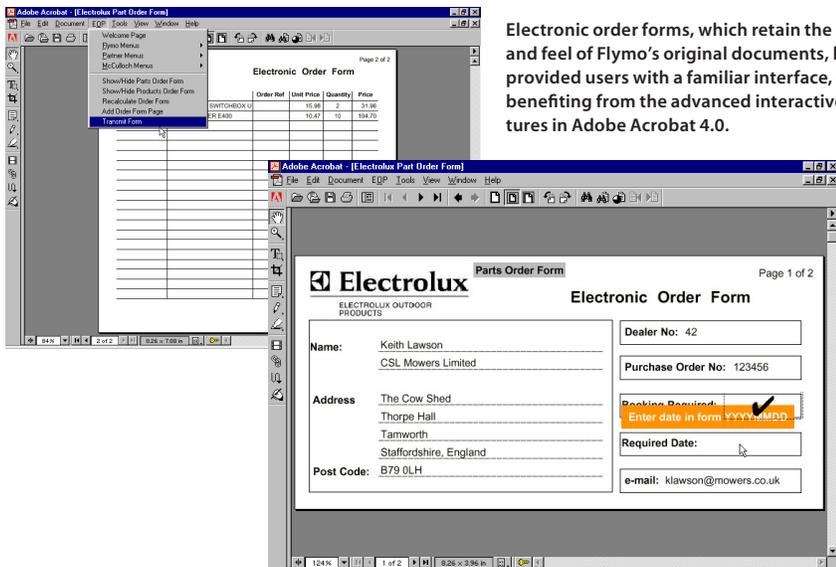
Portable Document Format (PDF) as a viable business solution to everyday document distribution challenges. When we were approached by Electrolux Outdoor Products to create a CD-based catalogue, it was immediately obvious that Adobe Acrobat 4.0 was the perfect solution."

The challenge facing Computerstream was to convert the existing catalogue into an electronic format. To allow fast adoption of this catalogue, it was important that it had to retain the look of the original documents. By converting the original designs—both paper and other electronic formats—into Adobe PDF documents, the

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—George Stoker  
Service support manager  
Electrolux Outdoor Products





Electronic order forms, which retain the look and feel of Flymo's original documents, have provided users with a familiar interface, while benefiting from the advanced interactive features in Adobe Acrobat 4.0.

data over the Internet to the Flymo SOP system. By linking the pricing and ordering data already present in the SOP with the new point-and-click features of the catalogue, an astonishing accuracy level has been achieved."

George Stoker continues: "The distributors and dealers can now check a part in the catalogue, have a visual confirmation of the part on-screen, and place an order electronically with our order processing system in the north east of England. The system will confirm the order details back to the distributor, making the whole process more accurate, quicker and significantly cheaper.

catalogue retained the original feel, while taking advantage of the full range of interactive features in Adobe Acrobat 4.0.

Once the files were converted and the relevant hypertext links were created, the files were structured and bookmarks were placed. Graphical menu pages were designed to the Flymo brand identity, providing a user-friendly point-and-click method of accessing the information. Indexes were built to permit text searches across all document content, making the final catalogue truly interactive and accessible.

"The original brief was to create a catalogue on CD-ROM to supplement and eventually replace the technical documentation given to our distributors," says George Stoker, service support manager at Electrolux Outdoor Products. "But what we have ended up with is a system that adds value to our relationships with distributors, dealers, and customers.

"The development of the project was largely driven by the abilities of the software. Computerstream were very keen to offer a total solution and felt that, as our business partners, they should expand on our brief to create a system that could offer more than just an electronic catalogue. They made us realize we had the opportunity to create a new business tool—one which would give a significant competitive edge.

"The solution was to integrate the interactive catalogue with the existing sales order processing (SOP) system. Computerstream wrote an Acrobat plug-in, which implements an 'Order Flymo Part' action and uses the Acrobat forms function to generate an on-going order form. This plug-in provides additional functionality such as generating extra pages, calculating VAT and total order values, and inserting customer details automatically. It is also possible for the customer to enter part numbers manually and have the plug-in look up the details and recalculate the order.

"Once an order form is complete, the plug-in uses the Weblink function to send the form

"In a short period of time, we have achieved a phenomenally high acceptance of the system throughout the entire organization, and the project has become a beacon for Flymo's commitment to new business practices. It has already proved its worth in time, quality of service, and cost savings for ourselves and our customers. Today, 60 percent of all part orders are on-line. Our distributors and dealers always have up-to-date information and can see exactly what they are ordering. Without the continuity created by Adobe Acrobat 4.0, it would have been impossible to achieve this level of integration."

#### TOOL KIT

##### Software

Adobe Acrobat 4.0  
 Adobe Acrobat SDK  
 Adobe Illustrator®  
 Adobe Photoshop®  
 Adobe Acrobat Capture® 2.0

##### Hardware

Intel® Pentium® PCs, running Microsoft® Windows® 95, Windows 98, and Windows NT® 4.0  
 Power Macintosh  
 KODAK®, Bell & Howell, and Vidar AD scanners



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