



HANDSHAKE

Roland

WHITE PAPER

Handshake's order entry software strikes a chord with Roland Corporation



Globally renowned Pro-Audio and M.I. manufacturer Roland selects Handshake

Roland Corporation is a globally recognized electronic musical instrument, pro audio, and pro video manufacturer of keyboards and synthesizers, guitar products, electronic percussion kits, digital recording equipment, amplifiers, audio processing devices, video mixers/switchers, media software, and more. With over 40 years of innovation, Roland (and its sub-brands BOSS, Cakewalk, and Rodgers) sets the standards in music and video performance and production technology for the world to follow, combining cutting edge innovation with beautiful, functional design. Roland Canada Ltd is the Canadian base of operations for Roland Corporation.

With Headquarters near Vancouver, facilities in Toronto, and field staff living and working in all major population centers across the country, Roland Canada serves both established and new retail channels while maintaining a very close connection to their passionate end-users across the country.

In 2012, Roland Canada equipped reps with Handshake to ensure they had all customer information on hand, and reps wrote “pro-forma” orders ahead of important customer appointments, preparing a personalized shopping cart for their buyers. Paul McCabe is the President and CEO of Roland Canada, and he offers some insight into the company's decision to go with Handshake's order entry software:

"Roland Canada's customer facing teams include account-focused Regional Sales Consultants and application-centered Product Sales Specialists; both groups transact with the retailers, and are supported by Inside Sales Teams in Toronto and Vancouver. The potential for having several team members sell to the same customer combined with the obvious geographic and time zone and considerations prompted us to investigate a paperless and synchronized order-taking solution, which is where Handshake came in."

Roland's sales teams call on specialty music dealers, consumer electronics retailers, and key consumer customers throughout the year. The NAMM show, along with Musikmesse in Frankfurt is one of the music industry's most important tradeshows for sales teams showcasing new products and meeting with key industry and dealer executives.



Paul McCabe
CEO, Roland Canada

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Top 5 Reasons Roland Love Handshake

1. Purpose-built for a distributed sales force
2. Simple intuitive interface, no training required.
3. Ability to create “pro-forma” orders ahead of appointments
4. A modern customer experience
5. Real-time sales feedback and reporting

Handshake gives your team serious sales order chops

"Just prior to the industry's largest domestic tradeshow of the year in 2012, we test-deployed Handshake to our field staff, and after a series of brief orientation sessions, our team hit the show floor. Feedback was immediate and positive. The workflow was intuitive and comfortable, customers enjoyed the experience, and the infrastructure proved to be rock-solid. Our Executive Managers also enjoyed being able to "look in" on key account orders as they were happening, and the two sales teams were able to manage shared customers with ease."

"Shortly after the tradeshow I asked the teams if they would be willing to give up Handshake, and the answer was a uniform and resounding "No"! Handshake has now become an integral part of our sales process, and we are pursuing deeper integration with our ERP system as a next step."

That sounds like good music to us. If you're in the industry selling musical instruments and pro-audio products, get in touch with our team today to learn more about our order entry software.

Email: info@handshake-app.com
US Toll Free: +1 (855) 532-9044
International: +1 (646) 434-2553



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