



# Mission Foods' fresh approach to Direct Store Deliveries

## The Big Picture

Mission Foods is one of the largest food manufacturers in the world, creating fresh authentic Mexican food products carried in grocery stores worldwide. With a global footprint, Mission needed next generation mobile technology to streamline their direct store delivery operations.



### Applications Deployed:

- Direct store delivery
- Plant maintenance work orders
- Warehouse management
- Quality assurance inspections

### Mobile Devices Supported:

- iPhones & iPads
- Android phones & tablets
- Panasonic Toughbooks
- Windows Surface tablets
- Rugged handheld scanners

“ Retailers are changing the way they want us to service their stores and how they want to engage with us. We needed to adopt a software solution that allowed us to deploy apps to any OS on any device at a moment's notice. ”

- Rene Diaz, Mission Foods CIO

## Who is Mission Foods?

Since 1949, Mission Foods' commitment to quality has made it one of the largest food manufacturers in the world. A subsidiary of Gruma Corporation, Mission Foods creates fresh, authentic Mexican food products that are carried in grocery stores around the world and is the #1 tortilla company in the U.S. With operations across the world, Mission needed to implement next-generation mobile application technology and streamline their Direct Store Delivery (DSD) operations. Mission's leadership team wanted to replace their aging Windows Mobile devices with modern devices, while at the same time improving their mobile apps with enhancements that they needed for a long time.

Mobile apps have always played a critical role in managing their delivery operations, so this evaluation had high visibility with their leadership. With over 3,000 drivers visiting +30,000 retail stores every day, it was crucial for this new combination of software and hardware to be able to meet their demands today and into the future.



## The Challenge

For many years Mission relied on a hard-coded Direct Store Delivery app that ran on older ruggedized devices. The app's performance was slow, the screen designs were outdated and it was difficult to add necessary enhancements without paying the vendor by the hour to do the work. Mission knew they needed a solution that gave them full control of the software. To maintain their competitive edge, it was time to rethink the rules about what they required from their mobile solution.

At about the same time, Microsoft announced the end of support of the Windows Mobile operating system. All of Mission's devices ran on Windows Mobile, so the time was right to get ahead of the curve and find new software that supports Android, iOS, Windows and the web.

Mission's evaluation team found that the other solutions they considered were too expensive and lacked important functionality:

“ We evaluated many software solutions, but found that most of them are legacy vendors who've tried to custom code DSD applications for a long time. They were far too expensive, didn't include cross-platform support and didn't include the features that a large workforce needs. No other offering even came close to what MobileFrame offers and none gave us the ability to deploy new apps so quickly. And most importantly, MobileFrame gives us the control we need to make app changes on-the-fly as the business demands it.

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- Rene Diaz, Mission Foods CIO

## The MobileFrame Solution

After a comprehensive review of all the pre-built DSD apps and Mobile App Development Platform (MADP) providers, Mission Foods chose MobileFrame for its no-code development approach and cross-platform support of Android, iOS, Windows, and web. The ability to write one app for all devices with a single, integrated platform was just what Mission needed to help them drive innovation across their organization. MobileFrame's platform includes mobile device management, scalable server options, a fail-proof sync engine and a fully native, disconnected client database so people can work even without network connectivity.

With most mobility projects, integrating to backend systems is a major hassle and a common point of failure, so the software had to be easy to integrate with all of Mission's backend systems. MobileFrame's Integration Wizard took the complexities out of that work and made it easy to map out the desired fields between systems. Another key selection criteria was the fact that MobileFrame is Unicode, double-byte compliant. Mission Foods is an international company, so it's important for them to be able to write an app one time then deploy it in many languages without creating separate code bases.

A full-stack mobile app development platform is the cornerstone of any successful mobility project. MobileFrame included everything needed to get Mission's important apps deployed to the field quickly so they could stay ahead of the competition.

To learn more about the MobileFrame Platform, visit [www.MobileFrame.com](http://www.MobileFrame.com)

## Mission Foods realizes excellent results...

Mission has achieved dramatic acceleration in their app development speed and continues to deliver new innovative apps. Their IT team now moves at a lightning fast pace, which has resulted in real, tangible return on investment from efficiency gains and optimizations. The results aren't limited to process improvements; the hard-dollar cost savings alone have already paid for their investment several times over. Some examples include:

### Reduced lifetime development costs

The previous vendor charged Mission a fee for both the source code and for every change needed to the applications. Mission's internal IT team now writes all of their own apps using MobileFrame, which means they no longer have to pay fees for the source code or to make changes to the apps. The company has already saved costs of development of their DSD app by over 7X as compared to a conventional custom coding approach **in the first year alone**. Now that Mission controls their own development, they're constantly rolling out new enhancements without worrying about escalating costs.

### Significant cost avoidance

Mission saw an immediate savings by eliminating dedicated data lines that were used solely for the purpose of syncing data to the server with the previous system. MobileFrame's built-in sync engine runs seamlessly over the internet and supports high frequency sync operations with millions of records per device. The sync engine also accommodates network failures without data loss and operates automatically in the background so users aren't interrupted.

*"One of the things we love about MobileFrame's platform is the built-in sync engine. Data is seamlessly transferred between our devices and our back end systems without interrupting the field force. The sync engine is top of the line and operates completely flawlessly, which is what a large enterprise like ours requires." -- Rene Diaz, CIO*

### Cost savings associated with developing apps for multiple operating systems

MobileFrame's 'write once, deploy anywhere' approach enables Mission Foods to use a variety of devices across the United States and Mexico. The apps look, feel and operate across all platforms, so end users can focus on delivering exceptional customer service no matter what device they're using. Mission no longer has the expense of maintaining complex code-bases for each OS and the software has provided a smooth transition from outdated Windows Mobile devices to a mix of modern devices.

### Remote Device Management Software

MobileFrame's solution comes with a built-in, centrally managed Remote Device Management tool so organizations no longer need to buy a separate solution to have real-time insight and remote control over their devices in the field. Mission has been taking advantage of this tool to quickly provide support to field personnel, particularly with the ability to query and/or reset the client database, log off a user, trigger synchronization and remotely monitor device statistics including battery life, location, memory utilization, sync status and set rule-based actions.

## What's next for Mission Foods & MobileFrame?

MobileFrame's integrated solution has enabled Mission Foods to drive exceptional mobile experiences while improving operational performance every step of the way. The team has truly embraced this new approach to app development and has fostered a culture of collaboration between IT and the business units to deliver great software faster.

Now that their Direct Store Delivery solution has been written exactly to their needs, they plan to automate all manual processes across the company to further boost productivity. IT is tackling their app development backlog quickly, including apps for plant maintenance work orders, warehouse management and quality assurance inspections. Mission also uses MobileFrame's web module to deliver reporting apps that empower leadership with real-time metrics about field activities.

This digital transformation has impacted the entire organization, not just IT. MobileFrame's software allowed their organization to work together to roll out fresh ideas for continual process improvement. They now have the power to create beautiful, branded apps with pixel-perfect designs that work on any device in any language. Mission now delivers stunning multi-UX apps that drive global innovation with improved productivity, profitability and efficiency across their entire enterprise.

## The Bottom-line Results

1. Substantial savings in development cost in the first year alone
2. 75% reduction in development hours & 7x faster go-to-market
3. Standardized platform for the entire organization
4. Mission now has full control of app features and deployment timelines



To learn more about the MobileFrame Platform, visit [www.MobileFrame.com](http://www.MobileFrame.com)