

Panasonic recommends Microsoft®
Windows® XP Professional

TOUGHBOOK

Computers for the Outside World™



Toughbooks in action

The CF-T2. Beauty is more than skin deep.

Back in 1907, a young French chemist named Eugène Schueller developed an innovative hair colour formula called 'Aureole'. From his small beginnings, he developed and manufactured a range of original products for Parisian hairdressers – setting up his own company 'Société Française de Teintures Inoffensives pour Cheveux.' Today, the name is better known as L'Oréal and the company has grown into a worldwide leader in cosmetics. With over 500 brands and more than 2,000 products, maintaining L'Oréal's presence in the UK marketplace falls to a mobile workforce of some 200 people. L'Oréal needed a reliable tool for their people in the field to conduct product demonstrations, order stock and

stay in contact with head office. The Panasonic CF-T2 Toughbook fitted their criteria perfectly. Indeed, L'Oréal found Panasonic to be the only supplier that could meet their exacting needs.

"Whenever a new product is launched, it often comes with an accompanying sales video. I can load the video onto my Toughbook and take it with me when I visit the salons. That way, salon staff get a more personal presentation and I can answer any questions they may have about the new product."

Claire Cane, L'Oréal Technician.



Toughbooks in action

Sleek and stylish. The perfect partner for L'Oréal.

L'Oréal's mobile workforce is split into two divisions, Technicians and the Sales Force, each with its own set of objectives. Panasonic worked closely with L'Oréal to ensure the CF-T2 provided them with a platform that would meet the needs of everyone in the two divisions. Every new Toughbook was ready for action from the start with L'Oréal's own optimum software configuration being pre-installed before delivery – thus helping to reduce downtime for staff out in the field.

The perfect fit

Weighing in at just 1,220grams, the CF-T2 Toughbook provided an ideal solution for a workforce constantly on the move. Sales staff often carry a range of new product samples with them, so the slim, lightweight design of the CF-T2 was warmly received.

Reliability was also a prerequisite and although the CF-T2 provides L'Oréal with a small portable solution, it wasn't chosen on looks alone. Its unique casing is made from a tough magnesium alloy, designed to withstand drops from 30cm – proving it's more than capable of handling knocks and bumps received out on the road.

Looking good

Both L'Oréal's Technicians and Sales Force rely on their Toughbooks to show salon staff the company's latest innovations

and how their products are best applied. Often delivering video presentations in the bright conditions of a working salon, the CF-T2's 12.1" anti-glare XGA resolution screen provides a sharp vibrant display for them to work with. With touch screen capability and instant product reference, information is always at hand.

Innovation

Innovation is a key organisation mission for L'Oréal and with 20% of products being renewed each year, it's essential that every member of the workforce has the latest information at hand. The CF-T2's integrated modem and PCMCIA slot allows them to stay in contact with their head office and check on all the latest products. It also allows Sales Force staff to complete and transmit stock orders on site, ready to be despatched the following day. This ensures salons are always fully stocked with the latest range of L'Oréal products.

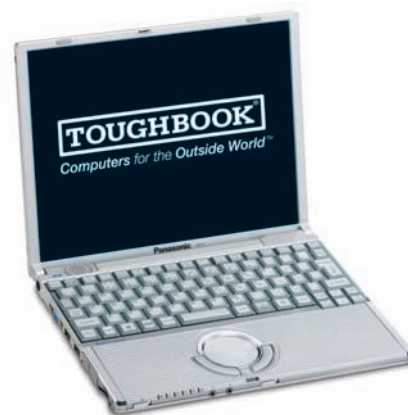
A strong partnership

It has been three years since L'Oréal and Panasonic teamed up – a partnership that has worked to great effect for the cosmetics giant. This is further strengthened by the dedication shown to them by Panasonic whose service and support makes sure L'Oréal's workforce are never without their Toughbooks. With L'Oréal continually

launching new innovative products into what is a very demanding market, it looks like this successful relationship is set to continue for many years to come.

"Ordering new stock for salons is much quicker with the Toughbook. Our Sales Force can take the order on the spot, then relay it back to head office so they can despatch the products the very next day."

Charles Croft, Technical IT Manager.



Panasonic

ideas for life