



Hallmark Partners with Pepperi to Launch Mobile B2B Platform

Company
Hallmark

Industry
Home & Gift, FMCG

Geography
EMEA, APAC

Greeting card giant Hallmark International selected Pepperi to launch a mobile platform to provide omnichannel sales software for its international B2B field sales and merchandising operations.



Selection Process

The selection of Pepperi followed a rigorous six-month long pilot in which Pepperi's mobile sales suite was tested by Hallmark.

Hallmark selected the Pepperi platform for the following main reasons

- Solution breadth – support for catalog order taking, account management, and merchandising in a single mobile platform
- High configurability – providing Hallmark with the flexibility to set up Pepperi to its exact needs in each of its international operations: United Kingdom, Central Europe and Australia
- Enterprise-grade scalability – reliably serving Hallmark's sales reps and field merchandisers
- Security – complying with Hallmark's arduous security requirements to ensure that Hallmark's business data is never compromised

What "mobile first" means to Hallmark

"As part of our efforts to modernize and standardize Hallmark International's IT across all international operations, we wanted our next sales suite to be a true mobile-first solution, configurable to support the different workflows of our various operations – and one with proven field success for enterprises.

Pepperi was the only player to meet our stringent demands and to provide the ability to run mobile merchandizing and order taking from one secure sales suite. Above and beyond, Pepperi supports our BYOD strategy, providing our regional operations with the flexibility to choose which device their field agents will use."

Carl Harrison, European IT Director of Hallmark International



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Hallmark Cards



The field loves Pepperi

"Our field-based team loves Pepperi's combination of extensive CRM and sales order capabilities with ease of use and the ability to provide relevant information from our back office applications. This is a key step forward in driving improved efficiency and effectiveness of our teams. Equipped with Pepperi's mobile merchandising software, our field agents are more productive and informed while engaging their customers onsite."

Mark Dolan, Head of Independents and Wholesale

