

## PRIME TIME INTERNATIONAL



Prime Time International is an integrated grower, packer and marketer of agricultural produce. The company grows its own produce in California, Arizona and Mexico and markets it under private labels, as well as under its own Prime Time International brand, which is sold throughout the U.S. and Canada.

### OBJECTIVE

Prime Time wanted to achieve real-time access to core business applications by foremen and field workers in rural growing areas. After initial success with this workgroup, the company expanded its implementation to drive better communication and order management by its field sales reps.

### SOLUTION DESCRIPTION

Prime Time International runs two core business applications. FAMOUS is an Oracle-based accounting and crop management application and Tiger Jill is software for agricultural/urban management and compliance. Field personnel use these applications to determine and track crop treatment. Sales reps use the accounting portion of FAMOUS for customer service and order management.

Prime Time crafted a solution to integrate these core business applications with wireless data delivery. Working with Zumasy integrators using Citrix Metaframe middleware, they were able to extend the solution access across three different wireless device types: touch-screen tablet PCs, laptops and smartphones.

“Our foremen and production personnel are running HP touch-screen PC tablets, which make data access easy even for field workers not familiar with computers,” explains Juan Palacio, IT manager for Prime Time International. “Each tablet is equipped with a Sierra Wireless AirCard 555 that communicates across a Verizon Wireless CDMA2000 1X data link from our rural field locations.”

The initial field implementation proved its value quickly. “Our foremen used to have to wait until their end-of-day office visit to submit recommendations for crop actions,” recalls Palacio.

“Then it would take a full day to implement them. Now we can start executing them in real time, so we can act 20 hours faster if



[www.primetimeproduce.com](http://www.primetimeproduce.com)

### COMPANY DESCRIPTION

- Prime Time International is an integrated grower, packer and marketer of agricultural produce with fields and packing facilities in California, Arizona and Mexico

### OBJECTIVE

- Achieve real-time access to core business applications by foremen and field workers in rural growing areas
- Enable better communication and order management by field sales reps

### SOLUTION DESCRIPTION

- HP PC tablets and various laptops
- Sierra Wireless AirCard 555 and PC5220
- Audiovox Harrier smartphones
- Verizon Wireless CDMA2000 1X and 1xEV-DO data networks
- Citrix Metaframe middleware

### RESULTS

- Increased productivity 5-8%
- Shortened reaction time to weather and field issues by up to 20 hours



**A LIST™**  
*Finalist*



**Prime Time International is a 2005 finalist for the 3G A-List Award in the Small Company category.**

The 3G A-List Awards recognize the leading builders of successful wireless data solutions based on 3G CDMA (CDMA2000 1X, EV-DO, and WCDMA/UMTS) technology. **To learn more about the A-List, please visit [www.3galist.com](http://www.3galist.com)**

#### SUPPORTING PARTNERS

The A-List also recognizes supporting partners for their enabling role in assisting winners with their wireless data deployments.



weather or crop issues come up. This wireless solution also gives us more flexibility for expanding our operations into remote areas where setting up operations is difficult due to lack of phone lines and high-speed data access.

The success of the field implementation inspired Prime Time to expand its wireless data coverage to a portion of its sales reps. "These reps use laptops with AirCard PC5220s running over 1xEV-DO broadband because they focus more in metropolitan areas," says Palacio. "We also have several Audiovox Harrier smartphones equipped for 1xEV-DO too."

**It was difficult for us to set up operations in remote areas because of poor access to phone lines and high-speed connections. Now, these limitations go away. We can use the AirCards with laptops and desktops to seamlessly keep our workers connected.**

*Juan Palacio  
IT Manager  
Prime Time International*

The sales side is seeing a similar improvement in workflow. "In Oxnard, we run our facility 24/7," Palacio says. "In the past, we had people at the facility changing orders without notifying the sales people. Now all orders are documented and updated in the system right away by the sales people themselves. So there are no holes in communication."

Customers are benefiting, too. "Our people can access our systems in the middle of a sales call to provide customers with immediate answers to their questions."

Prime Time also instituted an IP telephony system as part of its digital

makeover. So they can always route calls to salespeople wherever they are, missing fewer calls and improving overall operations.

## RESULTS

"We've realized a 5 to 8% increase in productivity due to the wireless cards," Palacio says. "The wireless solution combined with our new telephone system ensures that we miss fewer communications, which enables us to do more business, more effectively."

Real-time crop management lets us act 20 hours faster now if weather or other crop issues come up. This helps us optimize the quality and yield of our produce, while minimizing the impact of adverse weather. It's hard to put a dollar value on that benefit, but it's one that's easy to recognize."