

MOBILE SALES & DIRECT STORE DELIVERY FOR DISTRIBUTORS AND MANUFACTURERS

The gap between your field and your office is costing you.

When reps rely on paper, outdated information, or a field system that no longer supports the operation, orders arrive late, prices go out wrong, inventory gets promised incorrectly, and the office spends its day interpreting and re-entering field activity.

Kaela closes that gap. Reps work with current pricing, inventory, customer history, and account information in hand, complete the order during the visit, and keep working with or without a signal. Completed transactions move into the ERP you already run without waiting for paperwork to come back.

Smart. Seamless. Human.

Kaela is the **mobile sales and Direct Store Delivery app** for distributors and manufacturers that sell in the field: presales for later delivery, van and DSD selling from carried inventory, delivery workflows, B2B self-service, pricing and promotions, and inventory-informed order entry. Kaela is offline-first and integrates with the ERP you already run. ***Kaela is the next generation of HandApps Mobile Sales.***

01 Built to deliver measurable results

Close more during the visit

Reps arrive knowing current pricing, what's available, what the customer usually buys, and what may be missing from the order. They answer questions and complete the sale instead of promising to check and call back.

Sell at the price you intended

ERP pricing and promotions apply automatically at the account, so reps quote right and protect the margin you planned instead of discounting on a guess.

Move from order to invoice sooner

Orders, deliveries, invoices, and payments are captured during the field activity, so billing moves forward without waiting for paperwork or back-office re-entry.

02 Why the change lasts

1 Mature where it matters, configured around your operation.

Kaela brings decades of distributor experience and mature business logic to a modern Android and iOS foundation. It is configured around how you sell and deliver, rather than forcing your operation into a generic mobile workflow. When you need something specific, we build it into the core product and control it with a setting. That means one codebase and no forks, so your configuration carries forward through every upgrade.

Proof — food-safety lot tracking for a USDA manufacturer; a pricing engine matched to a distributor's ERP setup. Both delivered in the core product, with no forks.

2 Keep the field stable while technology changes.

Kaela works alongside your ERP, not inside it. HandApps builds, owns, and supports the Kaela side of its established integrations. If you change ERPs, HandApps evaluates and adapts the integration while preserving your field experience and configuration wherever practical.

Proof — multiple customers have moved from NAV to Business Central with HandApps' field experience kept in place.

3 One team accountable for the app and its integration.

The same HandApps team builds Kaela and supports its side of the ERP integration. When you need help, there is one accountable team for the field app and its integration components. Built and supported by HandApps, in distribution since 2001.

Proof — customers who left for another solution have come back.

03 One field operation, configured for every way you sell and deliver

A Sales Reps

More orders per visit, fewer callbacks. Fast offline order entry, customer buying history, suggested orders, customer notes, current pricing, inventory, and the rep's Insights home screen.

C Inventory & Orders

Answer availability questions while the customer is in front of you. Stock availability, order status, expected stock from open purchase orders, and substitute suggestions when an item is out.

E B2B Buyers

Let customers reorder accurately without calling the office. Personalized catalogs, contract pricing, customer-specific promotions, account history, and self-service ordering.

B Distributors / DSD

Deliver, sell, invoice, and settle from one device. Scheduled-delivery tracking, mobile invoicing, payment collection, returns, replenishment, van inventory, and end-of-day reconciliation.

D Pricing & Promotions

The right price and promotion at every stop. Customer-specific pricing, tiered and volume discounts, trade promotions, and ERP-synchronized pricing rules.

04 Keep the ERP you already run

Kaela is ERP-independent by design. HandApps has established integrations with Microsoft Dynamics 365 Business Central, Dynamics NAV, Dynamics GP, Acumatica, and Aptean. Other ERPs can be evaluated after an integration assessment of available APIs, data, security, deployment, and transaction requirements. Your ERP stays the system of record.

Dynamics 365 Business Central

Dynamics NAV

Dynamics GP

Acumatica

Aptean Food & Beverage

ONE FIELD EXPERIENCE

.NET MAUI — the same look and controls on Android and iOS

OFFLINE-FIRST

Data on the device · SyncStudio bi-directional sync, scoped per user

RELIABLE SYNC

Microsoft SQL Server (on-premise or cloud) · local SQLite on the device

CONFIGURATION CONTINUITY

Settings-controlled, carried forward through upgrades

DEPLOYMENT CHOICE

Cloud, on-premise, or hybrid

05 Add what your operation needs

Start with the Kaela configuration that fits your field operation, then extend it with **20+ optional add-ons**.

Sales & Pricing

Volume Pricing Engine · Custom Product Lists · Smart Sales Templates · Multi-Currency Support · Group Price Management

DSD & Delivery

Route Day Manager · Proof of Delivery · DEX Integration · Configurable Reason Codes

Inventory & Tracking

Mobile Stock Tracking · Stock Counts & Transfers · Serial & Lot Tracking · Auto Fees & Deposits

Data & Visibility

Live ERP Query · Route GPS Tracking

Security & Admin

Transaction Audit Trail · Security & Fraud Prevention · User Access Profiles

Platform Extensions

HandApps Portal · HandApps CloudSync

One distributor has used the HandApps solution for more than 14 years, through a platform transition and two ERP migrations. Its configuration carried forward, and field deliveries continued without technology-related interruption.

GO-LIVE



DSD launches
on Dynamics NAV

PLATFORM



**Windows Mobile to
Android**
configuration carried forward

NEW ERP



**Moved to Business
Central**

TODAY



Same configuration

100%

Customizations carried
forward

0

Missed deliveries due to
technology

14+

Years with HandApps

2

ERP migrations

Let's talk about your field operation, before we talk about software.

Every distributor runs differently, and the best mobile strategy starts with understanding yours. Tell us where your field sales and delivery stand today, what's worked, and what hasn't. We'll listen first and, when it's useful, show you how Kaela fits the way you actually operate.

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