

Schleese Saddlery Service is a beta-tester for a revolutionary computer-based saddle-adjustment system, and will also test the wireless version that rolls out next year. The Holland Landing, Ont.-based company also plans to increase productivity in 2004 by implementing a wireless order-entry system using PDAs.



LORNE BRIDGMAN

The Best of Both Worlds

The art of saddle-making goes back more than 4,000 years, when a saddle was little more than a piece of hide. The craft has evolved over time, but many of the techniques it uses are still centuries-old.

For Sabine Schleese, though, respect for tradition doesn't preclude 21st-century tactics. The managing director and CEO of Schleese Saddlery Service Ltd. uses wireless to help service clients and grow market share.

"We rely on GPS tracking when we call on customers,

plan for sales and administrative staff. She believes it's essential for prompt, reliable customer service and for a company whose senior people travel extensively in North America and several times a year in Europe.

Rogers AT&T Wireless has a wide range of solutions for companies like Schleese Saddlery Service. Customers of Rogers AT&T Wireless who have GSM/GPRS phones enjoy virtually seamless coverage throughout Canada and the U.S. Those same customers are also covered in more than 60

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most of whom are in remote, rural areas," she says. "And, of course, we're constantly on our cell phones."

Schleese, who's been honoured by PROFIT as one of Canada's Top 100 Women Business Owners for three straight years, got her first cell phone in 1987. Today, most of her 33 employees own one, and Schleese has a wireless business

countries overseas through Rogers AT&T Wireless partnerships with international networks.*

Schleese has learned that connectivity is key to her company's success. "Saddle-making has a rich tradition," she says. "But we're always looking for ways to do things better." ■

*For more information about Rogers AT&T Wireless network coverage, visit <http://www.shopROGERS.com/store/wireless/coverage/overview.asp>