Success Stories

Miradore Online helps Frigorifics Ferrer’s sales go swimmingly

About Frigorifics Ferrer

Frigorifics Ferrer is a family-owned enterprise from Vic, Catalonia, which started off in 1924 by selling local fishermen’s catch at a market stall. The company is now Spain’s leading supplier of fresh and frozen seafood with over 10000 satisfied customers.

The challenge

Frigorifics Ferrer had been using mobile devices since devices were still called PDAs and the word smartphone didn’t even exist. Last year they finally decided to move to tablet devices, so they had to migrate their custom-made sales app. The sales app, used alongside other apps like messaging apps and GPS, was absolutely necessary in the daily work of almost 90 people working face to face with customers. This meant the updates to all devices had to be managed as quickly and efficiently as possible.

The solution

The migration to tablets highlighted the importance of managing a large amount of devices and distributing app updates remotely. While searching for the right provider, Frigorifics Ferrer found Miradore over the internet. They have now been customers for over 6 months. So, what was the deciding factor, we asked Sergi Gorchs, IT Systems Administrator at Frigorifics Ferrer. “In short, it was the price, the user-friendliness, the SaaS pay per device model and the direct contact with support and sales,” Gorchs says.