



docspread Sales – Optimization of Sales Processes with Mobile Use of Documents and Videos

Ever-shorter innovation cycles and a simultaneously growing product portfolio with different model and equipment versions are the order of the day in industrial production. It is more important than ever for sales managers to have the capacity to keep their sales organization up to date on the latest developments and to provide them with the latest information in a fast, easy and ubiquitous manner in order to react quickly at the point of sale, whether for consulting in a field office, at the customer's location, or at a trade fair. In addition to classical print-based distribution of sales and marketing materials, docspread Sales offers an additional innovative information channel: current sales and product documentation as an app for mobile devices such as Apple's iPad.

Sales employees need a lot of information at their fingertips in different situations in a sales or delivery meeting. They often have to pull together documentation from several different sources, or even resort to printed material in extreme cases. This makes it very difficult to ensure that the right version of the right documents is available at the right time to the sales employee. Situations come up again and again in which a sales employee doesn't have any materials, or can only present outdated information about their products or their company's portfolio to their customer during a meeting. This frequently has a negative effect on the sales process and can lead to a loss of business because of doubts.

MOBILE APPS IN BUSINESS

The age of mobility penetrated the world of business long ago. According to an IDC study, more than 1.19 billion employees worldwide, or 35 percent of the world's working population, will use mobile technologies for their work by 2013. Smartphones, tablets and other mobile devices are becoming ever more present in the business world. In addition to classical applications such as e-mail and calendars, demand continues to grow for applications that map special business processes and make them more effective. Mobile apps have the potential for changing business life in a foundational, long-term way. To be able to react appropriately to these developments, companies should deal with their strategy for the topic of mobility at an early date.*



Image caption: docspread Sales: a professional business solution for mobile use of documents and videos

A PROFESSIONAL SOLUTION FOR SALES

docspread, the suite of products from fme AG, has a different focus. docspread provides optimal support for the sales process by bringing the right information at the right time, available offline, to a tablet device. This means that the process, not the individual process participant, determines which content is made available. Furthermore, the quality of the documents can be constantly improved through a feedback process.

Let's take the example of a process for provisioning sales information and marketing documentation for sales employees or retailers. Typically, a central marketing or sales department decides which products and services

*Source: »Worldwide Mobile Worker Population 2009–2013 Forecast« (IDC, 2009, in English)



should be positioned on the market and under what conditions. This also determines which documents and/or videos are provided to the sales employees or retailers. By simply pressing a button, this information can be pushed from a file folder, or your document management system, straight to the user's iPad. docspread Sales always provides the right information at the right time. Whenever you revise documents or add new ones, the revised or new documents are automatically pushed to the user's mobile device. The user does not need any special IT training.

Use docspread to display the technical highlights of your complete product portfolio in an innovative way, directly on your mobile device in the sales process. Visual presentation is brief, understandable and intuitively useable for users.

BENEFIT

- Production information about the entire Volkswagen product portfolio in one device and one app.
- Comprehensive information with one click.
- Updating options. Information stays up-to-date.
- No piles of paper, saves paper, etc.
- Better presentation: zooming, color, resolution, etc.

ROAD MAP

docspread is a flexible product and we are constantly developing it further to support you and your employees in the sales process. We are currently testing the following features.

- Content Changes: If the user has notes for documents, he can make these changes directly available to Marketing. The process knows where to send the note: The user only needs to push the feedback button.
- Content Rating: Filter out how helpful different content was in the sales process. Evaluations are captured in the docspread Store and pushed to all devices. This is how sales knows what was relevant and helpful.
- Content Access Analysis: Which content was shown, and how often? Increase efficiency with the knowledge of which documents and videos were used, and how often.
- Comment on Content: Make comments visible for all sales employees. This exchange promotes knowledge transfer and sales success.
- Sales Plays for the most important products: Collect all of the materials for one topic (datasheets, brochures, presentations, videos, etc.) and link them to internal sales information (campaigns, price lists, sales incentives, etc.). This gives Sales active support for their work, enabling the department to use documents in a better way for self study.

TECHNICAL VIEW

Unlike mobile ECM applications, »docspread store« from the docspread product suite forms the link between the repository and the user's mobile device. Documents are encrypted and pushed from the target system to the store using the »docspread sync« component. The sync component can be connected to a great variety of sources using the CMIS standard (Content Management Interoperability Services). All information released by the company remains encrypted and protected from third-party access until the information has reached the process participant's mobile device and the app is started. If »docspread store« is operated in a cloud environment, the docspread product suite can provide information without direct access to the company network. This relieves the internal network and increases performance. The sync component also receives documents from the store that are sent by the user from their mobile device (for example, a sales employee can send marketing feedback on a brochure). The document together with its metadata is encrypted in the moment at which they are created on the mobile device. It is only decrypted once they are behind the user's network firewall. This is how »docspread store« enables such high availability and performance while ensuring maximum security and minimal load on an internal network. docspread can be run in different infrastructure constellations, such as private, public or hybrid cloud environments. Security can be increased even further by saving the key for an app's documents on another device (e.g., an iPhone) with the »docspread key« component. This device is then used to »decipher« the documents in the app.

See further information under www.docspread.com

From your perspective, which processes are still important?
We look forward to your feedback!

Our customer base includes renowned industrial companies and automobile manufacturers. We will be happy to tell you about how docspread can provide optimal sales support for your sales team and your business organization. Give us a call!



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