

## Client:

The client is the worldwide leader for networking and computer hardware. This solution was prepared developed for the sales team of the collaboration product division of the client.

## Business Need:

The need to digitize the clients Collaboration Suite, which would make it easier and interactive for the Sales Team to use instead of the booklets, brochures, excel sheets and PowerPoint presentations when visiting a customer. There was a need for mobile first approach (iOS and Android) which would allow a Sales person to pitch different products to the customer.

## Our Solution:

PrideVel suggested a mobile first solution as it made more sense since it was going to be used by the field force. PrideVel developed mobile applications for both iOS and Android devices which can be downloaded and used by the sales team. The mobile applications listed all collaboration solutions and products. The sale team could also calculate ROI for specific solutions based on a set of Q&A. A JAVA based backend CMS was developed to user management, and master data management. The cloud-based CMS backend gave the client the ability to manage their data with few clicks and the data would automatically sync on every mobile device thereby giving any user (sales team / customer) access to the latest data w.r.t the Collab Suite.

## Benefits:

- No need to carry physical product literature when visiting customers
- Immediately make product literature available to customers once they are interested in a product. Previously, they had to go back to office and email the documents
- Sales team now could immediately calculate ROI for the customers for a specific set of purchase
- Provided analytical data such as number of views of products etc. to the sales force

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