



Business is going mobile fast. To stay on top of it, you need to put powerful computing capabilities into the hands of your sales team. SAP® Mobile Sales does just that – and more. It keeps your representatives connected and informed anytime and anywhere, it automates sales processes to increase productivity, it enhances the quality of the customer service you provide, and it extends your reach further than you ever imagined possible.

SAP Solution Brief

SAP® MOBILE SALES

HANDHELD VERSION, DESIGNED FOR USE WITH mySAP™ CUSTOMER RELATIONSHIP MANAGEMENT

AN APPLICATION OF SAP SOLUTIONS FOR MOBILE BUSINESS

In a world where virtually everyone seems to own a cell phone and a PDA, your customers expect you to have the power of state-of-the-art computing at your fingertips. They need to know what's available, what it costs, and when you can deliver it. They expect you to be up to date about their enterprise, their needs, and their past dealings with your company. That's quite a tall order. It requires a mobile solution that is secure, reliable, seamlessly integrated with your enterprise environment – and future-proof.

SAP offers comprehensive methods for helping you manage a mobile workforce. These tried and trusted solutions are tailored to the specific needs of your business, your processes, and your employees and customers. They enable your sales team to gather, input, and share information from a car, a hotel room, or a customer's office. They leverage your existing investment, delivering tangible cost and time savings today while ensuring you won't make a wrong step tomorrow, whatever technology's twists and turns. SAP® Mobile Sales is one of these solutions.



EXTEND THE REACH OF YOUR ENTERPRISE

SAP Mobile Sales empowers you and your employees by providing access to critical business facts and figures – anywhere and any-time – via the handheld device of your choice. An application of SAP solutions for mobile business, it delivers role-based applications, knowledge, and information tailored to your individual needs.

Among the functions available through SAP Mobile Sales are:

■ **Sales order management**

With the SAP Mobile Sales solution, your representatives can create sales orders and quotations in real time, display orders and quotations, and drill down to the figures that most interest you and your customer. They can also select and view products from your company's catalog and call up pricing information. And they can view details of orders and approve and authorize quotation items.

■ **Account management**

The solution lets your sales team monitor and track key information on customers, prospects, and partners when they are away from the office. They can create, update, and display account details, send e-mails, and call up information on customer interaction. A personalized, user-friendly favorites list allows them to select and display important accounts quickly and easily. And an integrated search function ensures they can always find the account information they need when they need it – from any location.

■ **Activity and task management**

SAP Mobile Sales helps streamline scheduling and management tasks and activities. Using a list function, mobile employees can view all activities or focus only on those for the current day or week. They can also display and update details and create new or follow-up activities. Similar user-friendly functions are available for listing and creating tasks.

■ **Opportunities management**

The solution keeps your field representatives up to date on sales opportunities and lets them share information on new leads with colleagues. It also allows them to view and update details of existing opportunities and to record new leads as soon as they arise.

■ **Product catalog management**

Finally, the solution gives your field sales representatives easy access to a central repository of up-to-the-minute information on product offerings. They can list, search, and display products from the company's catalog and call up pricing information from a customer's office or from the road.

MOBILIZE YOUR EXISTING IT INVESTMENT

The version of SAP Mobile Sales for handhelds designed for use with mySAP™ Customer Relationship Management (mySAP CRM) is just one of several applications available through SAP solutions for mobile business. All of these applications deliver complete, end-to-end enterprise mobility through SAP Mobile Infrastructure (SAP MI), a component of the SAP NetWeaver™ platform for open integration.

SAP MI supports multiple devices – in both connected and disconnected modes – and enables the synchronization of data between a handheld device and any back-end system. It also supports multiple standards such as Global System for Mobile Communications (GSM), General Packet Radio Service (GPRS), Bluetooth, and wireless local area network (WLAN). Additionally, SAP MI includes a deployment console that manages both infrastructure and application deployment to handheld devices. As a component of SAP NetWeaver, SAP MI lowers your total cost of ownership and enables a service-oriented architecture unparalleled in any industry.

ENJOY IMMEDIATE AND LONG-TERM BUSINESS BENEFITS

SAP Mobile Sales provides your enterprise and your sales force with better and more timely information. It enables you to respond faster and more effectively to changing business conditions and new customer requirements, keeping your business one step ahead of the competition.

Like all SAP solutions for mobile business, it helps you:

- **Maximize sales** by giving your field staff immediate access to accurate, up-to-the-minute information on customers and enabling them to give on-the-spot quotations
- **Structure teamwork** and keep the entire sales organization informed of all selling activity via improved communication between field and office
- **Automate sales processes** so that valuable data on customers and sales staff is immediately available throughout the organization, minimizing mistakes and lost opportunities and reducing the time and money spent on routine tasks
- **Ensure customer satisfaction** by enabling your sales team to provide the right information instantly, process orders faster and more accurately, and respond to customer inquiries quickly
- **Reduced costs** by deploying out-of-the-box functionality on inexpensive handheld devices
- **Enhance quality** by giving your sales representatives the tools they need to improve accuracy and reliability when dealing with customers, assignments, and equipment
- **Beat the competition** by becoming a superior, customer-centric organization that locks in loyalty from clients through increased responsiveness to their concerns

Through its solutions for mobile business, SAP offers you a choice of proven, ready-to-run applications for a variety of tasks and user roles – along with the tools and middleware needed to develop and customize the applications to your requirements. When you choose SAP, you're choosing a partner who can and will ensure a rapid return on your investment in mobile business. And you're dealing with a global player who has the resources and staying power to turn new technologies to your advantage when and as they emerge, protecting and leveraging your investment for the long term.

FIND OUT MORE

If you would like to know more about SAP Mobile Sales and other SAP solutions for mobile business – and find out what these solutions can do for your company – visit www.sap.com/mobile

www.sap.com/contactsap

THE BEST-RUN BUSINESSES RUN SAP



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