Mobile Sales Force Automation

To access the competitive growing market, where sales force efficiency and mobility make the difference, Teleca Mobile Sales Force Automation (SFA) is your opportunity.

Background

The sales process is your most important process and in a competitive and constantly changing market this depends more and more on having the right information at the right time. If you are in the business of selling high-end products and services you want just-in-time information and a tool that can take the complexity out of the task of collecting your critical market information.

Therefore, the biggest challenge consists of providing the vendors with immediate and real-time access to the information concerning orders and purchases so that the vendors can best prepare themselves to meet existing and potential customers. By adopting our Mobile Sales Force Management solution, you are able to reduce the time related to the sales cycle and increase your sales staff's efficiency.

Increase productivity and efficiency

Our Mobile SFA solution allows the process of sales and after sales to be mobilised so that the sales staff can do business while on the move.

By adopting Mobile SFA you will notice an improvement in the productivity of your sales force due to a more efficient management. Speeding up the activities of order management will reduce delivery time of the goods to the customers, increase profitability and reduce costs relating to the management of the product catalogue. Providing your sales force with Mobile SFA, means your company will optimise its business processes to gain a more competitive advantage on the market.

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SFA characteristics

- **Order Management and Order Tracking:** your sales force will be able to register orders and access relevant key information relating to product availability and special conditions, for example payment terms. Furthermore, the solution makes it possible for you to have information about the Order Status - immediately after the order has been registered.

- **Sales Force Management:** through a user-friendly interface, your staff can quickly and efficiently access and manage activities and information relating to their customers.

- **Product Catalogue Management:** have your product catalogue at your fingertips. The catalogue is organised by categories and contains information relating to product details, discounts, promotions and price list.

- **Remote Synchronisation:** how efficiently your company information is working for your business is vital. It is essential to reduce connectivity problems using Mobile SFA both on-line and off-line. Our vast experience in the device manufacturing, network operator and enterprise segment will ensure you with the optimal solution.

Your advantages with Mobile SFA:

- Reduction in sales cycle time
- Reduction of costs relating to product catalogue management and distribution
- Reduction in time-to-market
- Improvement of sales force management
- Improvement of sales force efficiency by providing access to the correct information at the right time
- Improvement of sales force motivation through an optimised information flow

Why choose Teleca SFA?

- Wide range of mobile devices supported by e.g. Symbian, J2ME, Pocket PC
- Multi-channel access to information, e.g. WAP, Web, SyncML
- Complete access to data while off-line
- Easy to integrate with systems like Siebel, Remedy, SAP, Oracle, SQL Server etc
- Central control for device, application and upgrade management
- End-to-end secure data access
- Secure synchronisation with standard SyncML
- Notification of update information

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