

# AT&T Mobile Enterprise Applications Platform - Sales

## Accelerate the Selling Process with Access to Real-Time Data

AT&T Mobile Enterprise Applications Platform (MEAP) Sales provides sales organizations with a complete 360-degree view across all the facets of a customer relationship – accounts, opportunities, contacts, tasks and more – from an easy-to-use mobile application running on virtually any handheld device. By empowering sales teams with relevant and real time information, AT&T MEAP Sales can shorten sales cycles, enable more sales appointments, and improve visibility and responsiveness to customer needs. Sales people can spend less time on paperwork and administrative tasks and focus more on profitable customer relationships. The result can be more accurate communications, highly-tuned customer care, increased revenues, and a sharper competitive edge.

Using AT&T MEAP Sales, sales representatives gain reliable, full-featured wireless access to their enterprise Customer Relationship Management (CRM) or Sales Force Automation (SFA) systems while they are on the move. With AT&T MEAP Sales, they can easily interact with



critical customer and business information while in the field, and update pipeline and forecasts back to the head office in real time.

AT&T MEAP is comprised of the following specialized, configurable mobile applications:

- AT&T MEAP Sales
- AT&T MEAP Service
- AT&T MEAP Support

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*“Mobile CRM is showing its real value by helping performance-driven organizations sell smarter, deliver highly personalized services, and enjoy higher levels of customer satisfaction by delivering time-critical information to field personnel, when they need it most.”*

– Sheryl Kingstone, Director, Enterprise Research Group, Yankee Group

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### Maximize The Power Of CRM

AT&T MEAP Sales leverages your existing CRM system and extends its value by making information more accessible and usable at the point of customer contact. It provides the following key features and functions, optimized for usage on handheld device:

- Account/Customer management
- Contact management
- Opportunity management

### Supported Device Platforms

- RIM BlackBerry®
- Palm® Treo™
- Windows Mobile®

### Supported CRM Applications Include

- Amdocs CRM
- JD Edwards
- NetSuite
- Oracle E-Business Suite
- PeopleSoft
- QAD/MFG/PRO
- SAP
- Siebel CRM On Demand
- Siebel CRM On Premise
- Custom-built and legacy systems



The need for mobile Sales Force Automation (SFA) solutions has never been greater. According to a Forrester survey, nearly half of European and North American businesses are piloting or have already deployed mobile sales force applications.<sup>1</sup> Customers are looking for responses to their inquiries in hours not days, and location can no longer be used as an excuse for lack of responsiveness. Companies are addressing this pressure by providing mobile workers with access to quality data from backend systems and mobile CRM solutions to paint a 360-degree view of the customer. This access to data in the field provides a single-point of resolution for customer questions, thus being able to respond efficiently and effectively to customer demands.

<sup>1</sup> Forrester Research, Enterprise Network and Telecommunications Survey, North America and Europe

- Lead/Prospect management and conversion
- Service request/Call management
- Calendaring/Task management with PIM integration
- One-click calling/email
- Activity Logging and Meeting Notes, including automatic call/email logging

#### Quickly Adapt to Dynamic Sales Environment

AT&T MEAP Sales is a pre-built solution, but can be quickly configured to adapt to changes in sales and business processes. Furthermore, on-going changes to the application can be easily made by the customer with AT&T MEAP Studio. AT&T's mobile application development tool and wireless devices from AT&T can be quickly and easily updated using a simple over-the-air process.

#### Provide Control of Mobile Workers

AT&T MEAP Sales leverages the powerful administrative tools, reports, and services of the AT&T MEAP Management Center to deliver end-to-end, centralized control over your mobile communications environment, including applications, users, and devices.

#### AT&T MEAP Sales

- Shortened sales cycles
- Increased customer face time
- Improved forecasting and pipeline management

#### Flexible Deployment Options

AT&T MEAP Sales can be deployed as an on-demand service to minimize total cost of ownership, or as on-premise software to help ensure greater control, or as a combination of both.

AT&T provides enterprises with a unified platform that extends critical software applications to wireless devices, helping mobile employees to amplify their effectiveness. Built on open standards, the AT&T MEAP is flexible, scalable and enables IT departments to mobilize one or many applications across a full spectrum of mobile and wireless device platforms. Mobile business solutions provide field sales, service and IT support organizations with specialized, configurable mobile applications that help improve business agility, customer care, and profitability.

**For more information please contact your AT&T Sales Representative.**