

# ORACLE MOBILE SALES ASSISTANT



## KEY FEATURES

- Intuitive, task-focused user interface designed for mobile devices
- Contact and account management
- Calendar and task integration
- Opportunity and lead management
- Maps integration
- Easy sharing of contact and lead information
- Real-time access to key CRM data
- Ability to jot down notes and associate with CRM
- Single-click access to recent and frequently viewed items
- 'Today' screen provides at-a-glance view of today's appointments, contacts, and tasks
- After-call reminders for frequent tasks (BlackBerry only)
- Store and forward data send
- Support for BlackBerry® smartphone from Research In Motion (RIM)
- Support for iPhone™ mobile digital device from Apple

*Optimized for mobile professionals, Oracle Mobile Sales Assistant is a simple, highly intuitive application designed to help users collaborate with colleagues and customers, complete frequent tasks, and close deals more quickly while on the road. Designed specifically for mobile devices, innovative features give users access to the relevant, integrated PIM and CRM information they need to work more effectively and collaboratively in fewer clicks.*

## Increase Sales Productivity and Effectiveness

Sales representatives need to quickly perform common and repetitive tasks, such as managing appointments, collaborating with sales team members, and connecting with customer contacts. Oracle Mobile Sales Assistant features an intuitive, highly efficient user interface for conducting these frequently executed actions. For example, the 'Today' screen provides users with a single view of the current day's schedule, contacts, and tasks. With a single click, users can view account team and customer contact information; communicate with them through a call, email, or text message; and get driving directions. Automated prompts remind users to follow up or enter notes at the end of a conversation, ensuring vital information is stored locally or saved to the CRM application in real-time. Integrated access to leads and opportunities gives sales representatives the information they need at the point of customer engagement to shorten the sales cycle and close deals while on the go.

Additional Oracle Mobile Sales Assistant features include intuitive, one-click access to recent and frequently viewed items as well as store-and-forward capabilities to ensure sales productivity when out of network coverage.



With Oracle Mobile Sales Assistant, mobile users can easily complete common activities, such as jotting down a note after a meeting and relating it to a specific account or opportunity.

**KEY BENEFITS AND RELATED PRODUCTS**

## KEY BENEFITS:

- Increase mobile user productivity and effectiveness
- Enable rapid completion of common tasks
- Streamline collaboration
- Ensure data consistency with CRM
- Increase collaboration
- Maximize customer insight
- Leverage existing CRM investment

## DELIVERED AS A SERVICE

- No synchronization required
- No administrative overhead
- No setup fees
- Low, predictable costs
- Easy to deploy and manage

## RELATED PRODUCTS:

Oracle CRM On Demand  
Oracle Mobile Sales Forecast

**Streamline Collaboration**

Collaboration is increasingly important in today's enterprise, and Oracle Mobile Sales Assistant makes it easier to communicate and interact with others. Sales representatives can easily share contact and lead information with other account team members, employees, or contacts. Similarly, users can schedule and coordinate meetings and calls with an account team or customer contacts in a few clicks, eliminating the need to scroll through a lengthy list of names.

**Improve User Adoption With An Easy-to-Use Solution**

Sales representatives will only add value to your CRM solution if an application is easy to use and actually helps them get their job done. Oracle Mobile Sales Assistant focuses on the most relevant information mobile workers require and conforms to their work style. Rather than clicking and scrolling through lists of data from views inherited from a desktop application meant for viewing on a much larger screen, Oracle Mobile Sales Assistant's rich yet simple task-focused interface makes it possible for a salesperson to easily find relevant information at a glance and quickly complete important activities with fewer clicks.

Integrated contact, account, and calendar management capabilities within one easy-to-use interface enable users to easily retrieve and update key customer information and manage appointments, tasks, and notes in real-time without synchronization – eliminating the administrative hassle and data quality issues associated with managing two separate data sources or manually entering and synchronizing information when connected to a laptop.

**Bottom Line**

Mobile solutions are an important part of a comprehensive business strategy. Oracle Mobile Sales Assistant provides immediate access to critical information – anytime, anywhere – and enables the sharing of business information to remove barriers to productivity and collaboration and generate user enthusiasm, resulting in better customer insight to improve customer satisfaction, reduce costs, and increase sales.

For more information on Oracle Mobile Sales Assistant, visit [crmondemand.oracle.com](http://crmondemand.oracle.com) or contact your Oracle Sales Representative.



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