

Sybase Mobile Sales for SAP® CRM

SAP & SYBASE SOLUTION BRIEF

Today's business environment is fast-paced and requires that sales teams have information at their fingertips. Mobilizing customer relationship management systems automates sales processes, increases productivity and enhances customer service.

The Sybase Mobile Sales for SAP® CRM solution equips your sales professionals with the tools they need to increase revenue, accelerate buying decisions, and maximize team productivity while on the go.

Effective sales organizations do more than just meet revenue goals. They find new ways to achieve their goals while ensuring their sales professionals maintain focus on activities that foster profitable customer relationships. There are two tools that are essential to sales professionals today – a Customer Relationship Management system and a smartphone. By combining these tools, organizations can accelerate CRM adoption and improve sales effectiveness by giving field sales professionals quick, convenient access to enterprise systems from anywhere, anytime.

This convenience and ease of use translates into better and more frequent data from representatives in the field, which means increased accuracy in forecasting, improved customer service, and greater visibility for management. Mobile access also allows representatives to productively use their downtime to prepare for meetings and to follow up with customer requests. This results in a more effective sales force and improved customer interactions.

Sybase Mobile Sales for SAP® CRM provides anywhere, anytime access to SAP® Customer Relationship Management software from iPhone and Windows Mobile smartphones, with support planned for additional devices, such as RIM BlackBerry. Whether at a customer site or in an airplane, your sales professionals will always have quick and reliable access to their CRM data from their mobile device of choice in order to maximize their productivity and effectiveness.

Sybase Mobile Sales for SAP® CRM is built by Sybase to meet the needs of SAP customers, is fully certified and supported by both SAP and Sybase, and leverages the proven mobile infrastructure strengths of Sybase Unwired Platform and SAP NetWeaver®. The solution provides full access to SAP CRM accounts, contacts, leads, opportunities, activities and analytics all from a mobile device.

KEY FUNCTIONALITY

SAP and Sybase worked together to define the key functionality included in the Sybase Mobile Sales application.

Account and Contact Management

Quickly access all information necessary to manage sales accounts from a single, comprehensive view. Capture, monitor, and track critical information about prospects, customers, and partners. View key contacts, critical relationships, the up-to-date status of recent transactions, and a transactional history of each account at-a-glance. Integration into the native functionality of the device ensures instant triggering of emails and phone calls, and step-by-step navigation directions to customer sites.



ABOUT SYBASE

Sybase is an industry leader in delivering enterprise and mobile software to manage, analyze and mobilize information. We are recognized globally as a performance leader, proven in the most data-intensive industries and across all major systems, networks and devices. Our information management, analytics and enterprise mobility solutions have powered the world's most mission-critical systems in financial services, telecommunications, manufacturing and government. For more information, visit <http://www.sybase.com>. Read Sybase blogs: <http://blogs.sybase.com>

ABOUT SAP

SAP is the world's leading provider of business software(*), offering applications and services that enable companies of all sizes and in more than 25 industries to become best-run businesses. With more than 82,000 customers in over 120 countries, the company is listed on several exchanges, including the Frankfurt stock exchange and NYSE, under the symbol "SAP." For more information, visit www.sap.com.

* SAP defines business software as comprising enterprise resource planning and related applications.

Lead and Opportunity Management

Stay current on opportunities and accelerate the sales cycle while away from your desk. New leads and opportunities appear instantly in the device inbox as they are assigned in the SAP CRM system. Execute on the information and update the opportunity or capture new leads and opportunities as they arise.

Activity Management

Manage scheduling and activity management from a mobile device. Quickly access, create and modify planned activities using a list function or the native calendar application. Increase visibility into activities and customers by logging emails and phone calls directly to the CRM system from the device inbox application. All information is seamlessly synchronized with the SAP CRM back-end to ensure data consistency throughout the organization.

Sales Documents and Analytics

Access current information on sales orders and quotations in order to gain a comprehensive view of customers prior to a visit and to accurately position new products and offerings. Review charts and key reports, such as pipeline analysis, top opportunities, and top sales orders to prioritize actions in order to achieve sales objectives in the most efficient manner.

Customization and Enhancement Capabilities

In addition to the standard functionality listed above, organizations can customize the application to meet the needs of their unique environment and business processes. The solution allows for additional enhancement capabilities, such as field mapping, the ability to enable/disable CRM modules, and language selection to provide a flexible solution for your enterprise.

KEY BENEFITS

Empowering sales organizations with the Sybase Mobile Sales for SAP® CRM solution provides benefits not only to the business, but also to the entire IT organization.

Value to the Business

- Improves sales effectiveness and responsiveness
- Provides immediate awareness of relevant customer information
- Improves overall sales decision-making due to access to timely data
- Increases ROI on SAP CRM investment through easy and frequent use

Value to the IT Organization

- Extends reach of SAP sales applications
- Supports heterogeneous devices through a single, highly scalable mobile platform
- Enforces enterprise-class security
- Enables easy deployment, support and management



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