



Introduction

Low costs, short reaction times and fast practicable sales are the way to a successful business. In addition with detailed up to date customer information and products in line with market requirements these are the basics for the aspiration for success of every enterprise.

The product "**moTrade**" offers a solution with an immense potential for the cost reduction at a simultaneous high increase of the efficiency and the information level.

The benefit for the sales personnel at the customers site is the integration into the in-house IT environment via mobile terminals or organizers, so called PDA's (*Personal Digital Assistant*).

These also can be smartphones (handheld with an integrated mobile telephone function), or Blackberry equipment, mobile telephones in general, laptop computers or UM-PC's (*ultra mobile PC's*).

The support for sales or key account managers is tremendous, if you consider real time information for supporting the acquisition, CRM (Customer relationship management), proposal-, sale- and purchase transactions.

"**moTrade**" is available for mobile hardware with the operating systems PocketPC 2003, WindowsMobile, RIM (Blackberry), SymbianOS (Nokia) or WindowsXP /Windows Vista.

Common objectives

There is a very big variety of efficient and high-performance mobile telephone which are available for reasonable prices.

Also the prices in the mobile communication has dropped recently and this offers a wide field of possibilities to optimize existing procedures of the outdoor staff.

- Simplification of the job at the customers location
- Application of information from the available stationary IT systems
- Reduction of information deficits on-site by a mobile data synchronization
- Replacement of hand written notes, reports and orders and so on by field-tested and simple digital registration.
- more efficient use of existing know-how and improvement of time

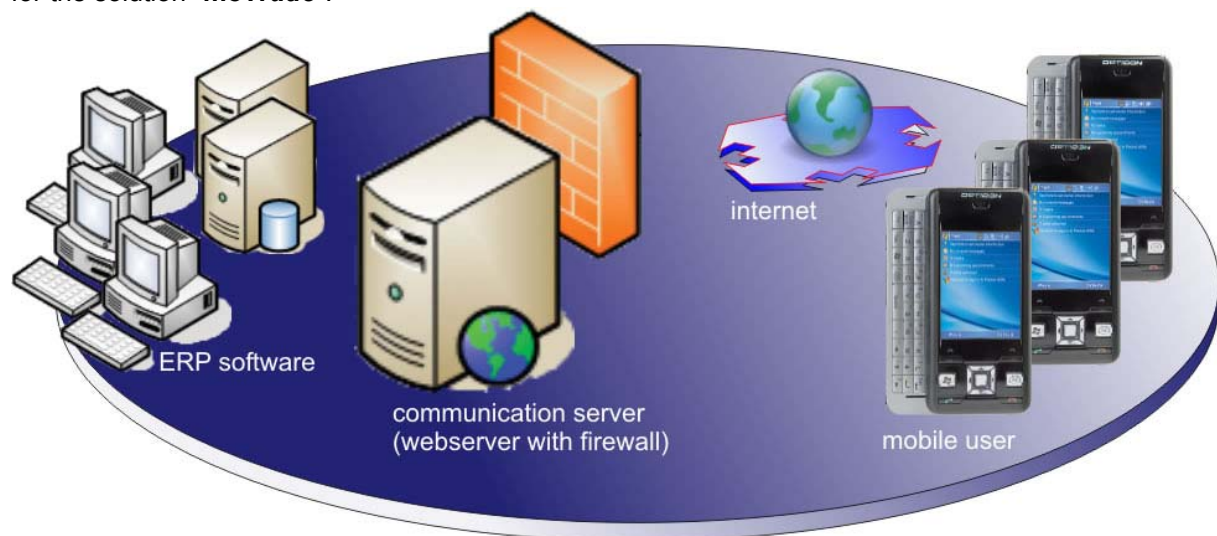


Job description

Data synchronization

The data synchronization with the necessary communication server can be carried out everywhere. The condition is that there has to be the desired network available, like a wireless local area network (LAN), a general mobile network like GSM, HSCSD, GPRS, UMTS or via USB in the local network. The data synchronization will take place in both directions. Deliverables will be sent, current data pools will be received.

The extremely short synchronization time via the mobile communication network is absolutely unique for the solution "**moTrade**".



Addresses

The user configures the display of the information to his special needs.

Customer information in the standard of „moTrade“:

- Company address,
- Main contact person,
- Telephone, fax and e-mail address,
- Scale of discount assignment,
- book the products and prices,
- Variant invoice and delivery address,
- Classification features (e.g. ABC characteristics),
- Credit limit,
- Total turnover,
- Free Notes,
- New customer canvassing

Depending on the User-level, data can be modified in the organizer. The alternative is the function "information for indoor service" which means that changes of addresses will just be reported and the person in charge can decide to take over these changes into the master data.

By this means that the data also in the stationary IT system (merchandise management, ERP) will or can be updated rapidly.

Regarding the canvassing of new customers, the following procedure will take place in the **"moTrade"** software.

First of all a "provisional debtore number" will be created to allow an immediate order entry. This number will be automatically changed during the synchronization process with the merchandise management or ERP system (*enterprise resource planning software system*) into a "final" customer number.

Articles / products

Another subject of the handheld solution **"moTrade"** is the administration and local storage of large amounts of article and all information about the range of goods.

The search or identification of products can be done manually or automatically by a barcode scanner, integrated camera (limited to 2D-barcodes) or via a RFID-scanner unit.



In the **"moTrade"** software you can use up to three different item numbers which can be a helpful function.

Customer Relationship Management

Customer informations

Now you will get some samples of the available information out of the merchandise management. The focus is on the most necessary and actual combination of operational and personal data.

examples for customer informations:

- Aggregate sales for the current and the previous year
- Turnover figures grouped by inventory groups
- visit history
- Banking connections
- Payment conditions
- Unpaid invoices (with due date / over-due date/dunning level),
- Lists of undelivered goods
- Price list of the customer and / or his graduated price scale
- Information about the three last orders (order date, total amount, value sum)
- Information about the last visits (depending if the software **"moTrade"** has been used for a certain time or extracting from existing CRM databases)
- Credit limit
- Affiliation to purchase or bonus communities
- Contact person with the communications parameters (Phone number, e-mail, ...)
- divergent invoice and / or delivery address
- Participation in roadshows or fair events (sofern in „**moTrade**“ oder einem externen System erfasst)
- ABC analysis status
- Restrictive marks
- advertised marketing materials (displays etc.) stored at the customer
- ...



The software "**moTrade**" offers a wide selection of distribution analysis. Leading employees have the possibility for team-oriented evaluations and the members of an outdoor sales team can also follow up customer-related developments and results of each sales person if desired.

Data capturing

There can be any desired action related to the customer in this software, there is no limit.

Standard area of operation or forms in „moTrade“:

- Purchase order
(Form with capturing article positions and order-specific additional informations)
- Visit report
(Documentation of visits with predefined selection criterions and free text input)
- Informations for indoor service
(Synchronization of any kind of changes to the master data base like address data, contact persons or other additions, without modifying the master data from the merchandise management itself)

Every form can be completed by multi-media elements like digital photos or language communications (into reliance on the used hardware).

Examples additional forms:

- Offers
- Return of goods
- Daily reports (journey and sales data of the day)
- Shelf reorganisation planning
- Reorganisation documentation
- Bill of employees
- travel expenses
- Credit notes
- Service order
- Receipt of goods (if the car of the sale person is used also as an external stock)
- Delivery notes
- Order for advertising items
- Fair leader setting
- Customer survey
- E-mail to the customers
- Task acquisition
- ...

Copies of vouchers for the customer:

- as an automatically generated fax
- as automatic generated e-mail with document appendix
- as print with a mobile printer at the customer

Advantages of using "moTrade"

- Simple and intuitively usability of the system,
- Low maintenance costs because of a central administration of the system,
- Low training costs,
- Clear improvement in the internal communication,
- Less paper work for the mobile user by standardized text modules and additions by multi-media elements (voice recordings, photos etc..),
- Time lags would be minimised,
- Easy adaptability of "moTrade" to the requirements of the user in the area of layout, contents and functions
- Investment safety by using technological standards,
- Free choice of the used operating system (OS)
- Free choice of the used device
- Support of all marketable handhelds, smartphone, laptop computers, PCs with the operating systems WindowsMobile and Windows XP/Vista, Blackberry and SymbianOS (e.g. Nokia.)
- Low hardware costs will guarantee a fast return "on invest"
- Support of scanner systems like RFID, 1 D and 2 D barcode scanners or transponder readers
- Easy integration with stationary IT systems
- Available IT-hardware does not have to be changed. Mobile units for the outdoor staff and the CRM will be added
- The available merchandise management/ERP remains the leading system.
- Direct connection to a document management system for an automatic piece of evidence storage - optional available
- "**moTrade**" can grow gradually with your requirements due to its flexibility
- Economical mobile data synchronization by a very efficient data transmission,
- Encoded and compressed data transmission
- Support of all common mobile telephone standards of the data communication
- Manual capture on paper as well as the internal after-care entry into the stationary IT system will belong to the past
- If desired, all information could be shown to the team leader or office duty for notion and approval
- The offline concept makes the use of large amounts of data possible with "**moTrade**" also at places without mobile radio reception
- Signature recording on the display of the mobile device
- Automatically generated documents with a summary of all actions / deliverables can be provided to the customer by mail or fax
- Interaction with Outlook, Office, navigation, telephony and so on
- geographical paging functions (prevailing condition: geographical coordinates of the addresses are available in "**moTrade**")

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