



*StayinFront CRM **Mobile***



StayinFront CRM

StayinFront CRM is a Customer Relationship Management (CRM) application designed to provide a single CRM platform that can manage and integrate all points of customer interaction. StayinFront's technology and product design principles allow for an exact fit system to be configured quickly and easily to meet each organization's unique requirements.

Mobile Accessibility To Critical CRM Data

StayinFront CRM Mobile and StayinFront CRM Companion offer companies a proven handheld CRM solution that is fast, easy-to-use and scalable. StayinFront's mobile solutions help field representatives gain quick access to customer information and better prepare for customer meetings. The features and functionality within StayinFront's mobile products help users to be more responsive, customer-friendly and confident in the transaction of information they collect and relay in the field.

StayinFront CRM Mobile - runs as a fully featured and standalone customer relationship management application on a Windows® Mobile device. StayinFront CRM Mobile is targeted at users for whom the Windows® Mobile device is the only access to StayinFront CRM.

StayinFront CRM Companion - runs as a fully featured customer relationship management application on a Windows® Mobile device, while relying on a StayinFront CRM laptop/tablet system to connect to the home office host system. StayinFront CRM Companion is targeted at users with a laptop or desktop who want a subset of their CRM data available on the Windows® Mobile device.

Applications:

- Sales and field force automation
- Customer management
- Order entry
- Merchandising applications
- In-field customer service
- Sample inventory tracking
- Sales activity measurement and metrics

StayinFront CRM Mobile and StayinFront CRM Companion are field-proven solutions that extend the power of StayinFront CRM to the mobile user, reducing overall hardware costs and maximizing the productivity and collaboration of the workforce.

Features:

- Easy, intuitive navigation to detailed customer information
- Configurable user interface, navigation and database fields
- Integration with the Pocket Outlook calendar and task list
- Secure electronic signature capture
- Graphical and tabular reporting



**MOBILE SOLUTIONS THAT
ARE FAST, EASY-TO-USE
AND SCALABLE**



Benefits:

- Quick access to call planning, management and reporting features
- A user-friendly system, increasing the use by mobile sales forces at the point of customer interaction
- Signature capture capability for applications such as sample management or order processing
- Ability to run on any Pocket PC supporting Microsoft Windows Mobile
- Lower hardware costs



Flexibility in How You Synchronize Data

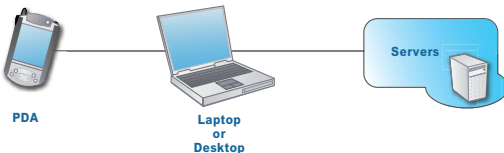
StayinFront CRM Mobile and StayinFront CRM Companion provide reliable synchronization tools to ensure data is successfully transmitted to and from the field-force.

StayinFront CRM Mobile is a stand alone system that synchronizes to a centralized or home office server. The system utilizes multiple synchronization technologies including always on "trickle-mode" where changes are automatically synchronized soon after they are made to the PDA on a continuous basis throughout the day; timed, which allows for automated synchronizations at pre-determined times during the day; and user initiated where the user requests synchronization to be performed. Synchronization between Stayinfront CRM Mobile and home office servers can use dial up, direct network and cellular connections. To minimize synchronization times and data costs StayinFront CRM Mobile utilizes compressed field-level synchronization.



StayinFront CRM Mobile

StayinFront CRM Companion operates as a companion to the user's laptop or desktop. Data is synchronized to the user's laptop/desktop where it can be further updated prior to synchronization with the home office. StayinFront CRM Companion allows the user to select the data that will be synchronized. Selective transfer of data reduces synchronization time while enhancing productivity at each end of the data transfer.



StayinFront Companion

StayinFront CRM mobile solutions utilize a .NET-based framework with technological advancements in a multi-layered architecture, industry-specific base models and established workflow capabilities. StayinFront CRM Mobile and StayinFront CRM Companion have an intuitive user interface that is easy to adopt and configure. And both are optimized for wireless synchronization, utilizing the latest in communications compression and tolerance of intermittent connection loss.

StayinFront's solutions put powerful CRM functionality in the hands of the mobile workforce, improving effectiveness in the field and allowing field forces to view, capture and transmit critical activities safely and efficiently. StayinFront products and services help increase productivity, reduce IT complexity and secure investment in total cost of ownership.

Empower your field force with the ability to view actionable data in the field, at the point of sale or service. With StayinFront's fast and easy to use tools, your mobile workforce will have the power of StayinFront CRM in the palm of their hands.

STAYINFONT CRM MOBILE
SUPPORTS PORTRAIT AND
LANDSCAPE VIEWS

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