

## Sales Force Automation Using iPhone, iPad and the Web

### Challenge

A global leader in medical device manufacturing with over 1,000 sales consultants was using a manual system for order entry and follow up. This required time consuming effort by sales consultants, customer service and sales management. It was obvious to the sales division that many opportunities existed for efficiency improvements by using current web and mobile technologies.

### What We Delivered

Brady and Associates designed and implemented a sales order entry system that supports consultant orders via web or mobile device, in this case iPhone and iPad. Orders entered into the system are validated and immediately submitted to the ERP order processing system with notifications sent to the customer. Customer service is automatically informed as part of the order process workflow. Consultants can also capture customer signatures at the time of order submission via mobile device, a critical function in the billing process.

The application was built using professionally designed user interfaces, .NET server logic, web services and Apple iOS for the mobile devices.

### Results

In initial releases to 200 consultants, the application has dramatically increased the efficiency of the order entry and reconciliation process. It has reduced the time to submit an order from over 30 minutes to only a few minutes. It has significantly reduced the chance for errors by automating a formerly manual process. Lastly, the customer signature feature has shortened order reconciliation time, thus resulting in a faster billing process.

### Quick Facts

#### Industry

- Medical Devices

#### Company Size:

- \$3.6 billion

#### Project Type

- Mobile sales force automation

#### Technology

- .NET server logic
- Web services
- Apple iOS
- Professionally designed user interfaces