



hp mobile field sales solution



Today's enterprise sales force has become increasingly mobile, and they often face the challenge of connecting wirelessly to the business data they need while on the road or at a customer site. HP's Mobile Field Sales Solution can help your field sales team be more productive and more responsive to customer needs by allowing them to access critical enterprise data anytime, anywhere. This flexible solution includes out-of-the-box connectors to provide secure wireless access from any mobile device to virtually all enterprise applications, such as enterprise resource planning (ERP), customer relationship management (CRM), and e-mail systems.

HP's Mobile Field Sales Solution is ideally suited for those companies that need a low-risk solution. It can be initially deployed in a small pilot configuration to demonstrate the return on investment (ROI) by wirelessly enabling your sales force, with the capability to scale up when you are ready to expand the program.



role base selector provides access to applications to support specific job roles

secure wireless VPN

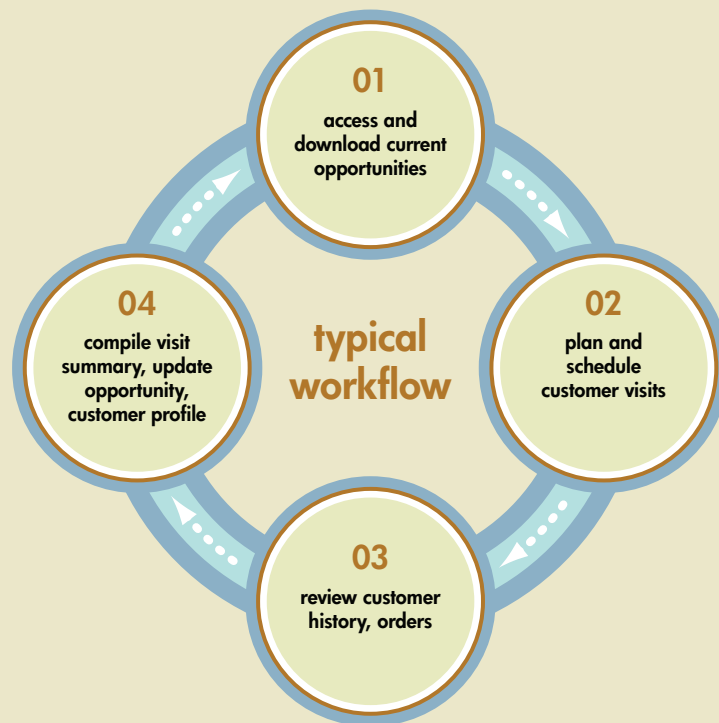
out-of-the-box integration into sale force automation and customer relationship management systems (such as Oracle, Siebel, SAP, and legacy)

activate additional applications (such as product details, document libraries) using prebuilt connectors to back-end systems to maximize productivity and ROI

receive system-generated alerts from applications or SMS

work offline and synchronize data and applications as required

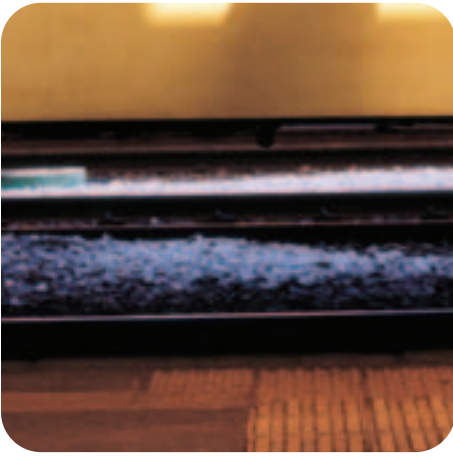
connect real time to business data and applications (online mode)



what is included in the solution

HP and partners can help you rapidly deploy a scalable mobile field sales solution that closely connects your mobile workforce to the office. The end-to-end solution combines the following:

- mobile devices (HP iPAQ or any PDA or laptop)
- infrastructure for your always-on business:
 - HP-UX, Linux®, or Windows® servers
 - HP storage products
 - HP OpenView management solutions
 - HP security solutions
- best-of-breed partner applications
- business and IT consulting services
- mobile front-end installation services
- enterprise application integration services
- network operator data services
- HP mission-critical support services



business benefits

- reduce sales cycles and increase revenue opportunities
- increase workforce productivity, improve forecasting, and maximize existing investments

sales staff can now:

- respond to customers immediately by accessing business information where it is needed
- manage business opportunities/forecasts in the field
- have access to real-time information in the field
- expand sales coverage by eliminating the daily need to return to base
- improve productivity by having access to basic office applications (mail, intranet, contacts, and directories)
- improve responsiveness by initiating alerts to key resources while offsite

features

application:

- access, search and download existing opportunities to mobile devices
- update sales forecasts, timing, order amounts, win/loss records
- search orders by number, customer name, date
- access, review and update customer account information
- access corporate e-mail, intranet, directories, and contacts

integration:

- out-of-the-box connectors to Oracle, SAP, Siebel, Lotus Notes, and Microsoft Exchange
- enterprise application integration connectors (for example, webMethods) linking to other applications

access/security:

- ability to work online and offline with synchronization services
- connect to wireless networks (public and private) and wireline networks
- receive automatically pushed SMS alerts
- support application layer (SecurID/embedded encryption), transport layer (SSL/PKI/WTLS), and network layer (VPN/IPsec)

device connectivity:

- support Windows CE, Palm OS, Windows 98/NT/2000

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