



Mobile App for SAP CRM to Access Customer Intelligence and Pre-Sales Info

AT A GLANCE

COMPANY: Sigma-Aldrich in St. Louis, Missouri

INDUSTRY– Chemicals

SOLUTION– Unvired Mobile Application for SAP CRM enabling the sales force with real-time access to CRM data like Contacts, Leads, Opportunities, and Tasks via mobile devices.

“Unvired’s Mobile App for SAP CRM incorporating Sigma-Aldrich enhancements has been rolled out to the global field sales force in US, EMEA and APAC regions in nine languages. The unified CRM mobile application provides instant access to Leads, Opportunities, Account Planning & Forecasting, Pre-sales, Marketing, Sales and Customer Intelligence leading to increased sales force productivity. We have found the Unvired team to be very responsive, knowledgeable and have delivered a meaningful solution to meet our needs.”

Silji Abraham
CIO, Sigma-Aldrich



SIGMA-ALDRICH

BUSINESS CHALLENGES:

- Sales force needs real-time access to Contacts, Leads, Opportunities, Tasks, Sales Objectives, and complete Customer Information questionnaires
- Access to corporate calendar
- Large Volume of data -thousands of contacts
- Access to CRM BI and Pipeline Analytics

SOLUTION:

- Mobile App for SAP CRM 7.0 (iPads and iPhones)
- Access to updated Contacts, Leads, Opportunities, Activities, Tasks in the field
- Access to corporate calendar with synchronization between CRM and calendar
- Integration with CRM Survey suite to complete customer information questionnaires
- Analytics: Perform Sales Pipeline analysis—see various Charts, Real time access to reports from CRM BI
- Contextual data flow – With account/contact work on all related transactions from a single point
- Set objectives for sales force and track based on opportunities and closed sales

PROJECTED BENEFITS:

- Increased sales due to a more productive sales team
- Increased collaboration and cross-selling
- Better Sales Analytics to enhance sales and monitor performance

ABOUT SIGMA-ALDRICH:

Sigma-Aldrich is a leading Life Science and High Technology Company whose biochemical, organic chemical products, kits and services are used in scientific research