



MOBILIZE SAP CRM ACCESS CUSTOMER INTELLIGENCE AND PRE- SALES INFO ON IPAD AND IPHONE

Sales executives' access updated customer information from SAP.



SIGMA-ALDRICH

**Missouri,
USA**

**Industry – Life
Sciences**

SAP CRM

**CUSTOMER
RELATIONSHIP
MANAGEMENT**

UNVIRED INC

16850, Saturn Lane,
Suite 100
Houston, TX 77058

+1-713-560-2760

<http://unvired.com>

SILJI ABRAHAM

CIO SIGMA-ALDRICH

“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.”

SIGMA-ALDRICH®

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

BUSINESS PROBLEM

- ✓ 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 application 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
- ✓ Work in no connectivity zones with complete offline support

MOBILE DEVICE

iPhone and iPad

PROJECTED BENEFITS

- ✓ Enhanced Customer Satisfaction
- ✓ Improved Master Data accuracy
- ✓ Tracking of Sales Pipeline, Sales Objectives
- ✓ Real time Customer analytics