

# Consumer Products IT is Powering the Mobile Enterprise

## And putting the whole enterprise at the fingertips of sales professionals

Consumer products companies feel the pressure. With mobile devices becoming indispensable sales tools, employees are demanding that business information and applications be accessible on the devices of their choice. IT is responding to the challenge, according to a recent survey of consumer products companies conducted by CGT Magazine.



### IT is supporting whatever mobile devices sales professionals choose to carry with them

**55%**

of consumer products companies have a bring-your-own-device (BYOD) policy

&

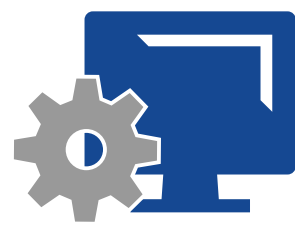
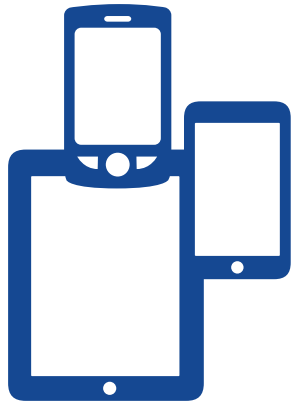
**18%**

are evaluating adoption of a BYOD policy.

IT is increasingly accommodating the mobile devices and operating systems used by the workforce by adopting mobile platform and device management solutions to centrally configure and deploy mobile apps:

**67%**

of consumer products companies have invested in a mobile device management solution.



**39%**

of consumer products companies have invested in a mobile app platform



**30%**

are evaluating adoption.

IT maintains strong governance and compliance with data security standards while giving sales professionals the flexibility to use the mobile devices of their choice.

### Sales execution mobile apps are a priority for consumer products professionals



Consumer products IT supports a variety of mobile initiatives to empower teams across lines of business. One key initiative, according to the survey, is sales execution:



**61%**

of consumer products companies have mobile initiatives specific to sales execution

&

**21%**

are evaluating such an initiative.

And these apps are focused on specific areas including:

Mobile App	Currently Deployed by Consumer Products Organizations	Evaluating or Planning to Deploy in the Next 12 Months
Mobile sales execution	<b>52%</b>	<b>23%</b>
Existing customers exclusively	<b>48%</b>	<b>26%</b>
New customers exclusively	<b>43%</b>	<b>17%</b>

### Sales professionals are leveraging mobile apps to support their entire account base

**55%**  
both existing and new customers



**26%**  
existing customers exclusively



**3%**  
new customers exclusively



To support their customers, sales teams are asking for powerful functionality from their mobile apps:

**56%**  
want real-time access to customer data



**44%**  
want integration with existing systems and data



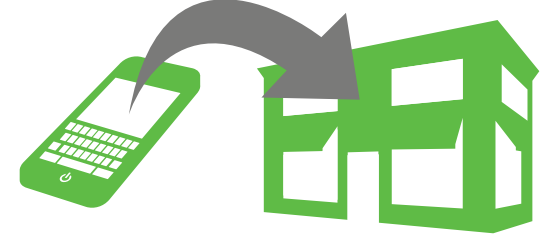
**44%**  
want offline device access to app screens and data



### CRM integration offers a powerful improvement opportunity for mobile sales execution

Integrating sales execution with the company's enterprise customer relationship management (CRM) solution provides sales professionals with the robust and real-time customer information they need.

Yet, only **25%** of consumer products companies have integrated sales execution apps with their enterprise CRM solution.



That's why CRM solution integration offers a great improvement opportunity for the vast majority of consumer products companies around the world.

### How can consumer products IT ensure robust and real-time mobile sales execution?

- ✓ Support single-device, BYOD, or a mix of corporate mobile device policies
- ✓ Use a single platform for both packaged and custom-developed mobile apps to reduce development and maintenance costs
- ✓ Centrally manage app configuration and deployment, eliminating the need to install and manage individual mobile devices
- ✓ Provide sales professionals with flexible self-service processes to plan daily trips, optimize routes, and schedule store visits
- ✓ Pursue integration with enterprise CRM solutions to provide both real-time and offline access to customer, sales, pricing, and inventory data

### Find out more

Find out how you can empower your consumer products company by visiting <http://www54.sap.com/pc/tech/mobile/software/industry-apps/retail-visit-management-app/index.html>

#### Note:

All data in this document is from "Mobile Sales Execution Survey," CGT Magazine, April 2013.

<http://consumergoods.edgl.com/User-Registration/Downloads?GUID=8ceedf9f-2a43-4c7b-9f47-cc04a951e214&referraltype=&ubctid=2>