

## Case Study

Custom software – mobile first

### International Business Consultant – Field Sales Solution

#### Client

The client is a 40,000 strong international consulting company with offices in North America, Europe and locations all over the world. The company consults Fortune 500 businesses which are some of the largest companies in the United States and internationally.

#### Challenge

Empower consultants to more effectively communicate with prospects and convert sales by providing mobile connectivity to critical presentation materials and pertinent company data while providing bidirectional communication capabilities with key support from within the consultant organization. The goal of the implementation was to create a “living connection” to engage with the prospect throughout the sales cycle by providing consultants the ability to customize presentations and collect Q/A data then target the most relevant content and Q&A feedback to the key decision makers of the prospective client.

#### Services Rendered

**Insights:** Analysis & validation | Re-framing strategies & models | Execution options

#### Visual Design Services

UI design | Wire-framing | Information architecture

#### Development

Database design/architecture | Server & client-tier programming

**Program Management:** Programming services | Project management

#### Solution

After the strategy team understood the long term vision and goals for Mobile Present our team was set forth to develop and design the iOS application. Utilizing existing content management technology the development team created an application that allows our clients’ consultants to access

Prospect engagement  
rose by 5x

#### CATALYSTS

##### HYPOTHESES MODELING

We worked closely with the sales organization to create prototypes of business model designs for testing presentation building workflows, interactive communication widgets, tracking usage and overall data structure.

##### SOLUTION ENGINEERING

Based on established pass/fail criteria the team created an economical Minimum Viable Product to test the new process on the user base in order to determine which set of features and processes increased engagement.

##### CUSTOM DEVELOPMENT

Using agile methods the team iterated, formalized and integrated the solution into the firms IT infrastructure and department workflows for production use.

targeted sales presentations managed by internal support teams and obtain direct Q&A feedback from critical team members to better engage potential clients. When synced, the proposals prompt users throughout the presentation and later allow prospects to present questions and requests to their MobilePreso instance to receive answers/information and track progress. The initial launch of the application has proven to decrease sales cycle time and better coordinate sales teams, research and internal support.

## Features

- Users can log into Mobile Present web component to create presentations that sync with the iOS application.
- Synced proposals prompt users throughout the presentation and later allow prospects to present questions and requests to their Mobile Present
- Sales personnel can track usage, topic of interest and when vital information relevant to the sales process is needed

View our UI/UX screenshots– your solutions should always look good



