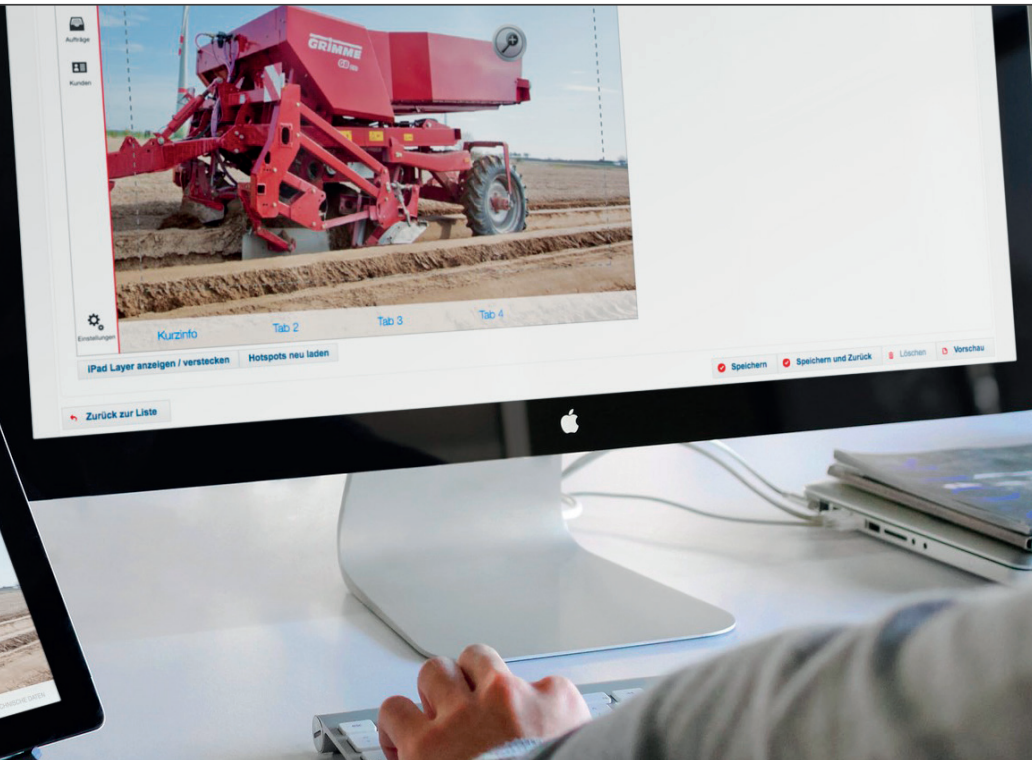


Mobile Sales Solution

Modular backend
system (PIA)

Mobile configuration
and CRM (Sales App)



THE INNOVATIVE SOLUTION FOR YOUR SALES DEPARTMENT

Brain Data.de

AGENCY FOR DIGITAL COMMUNICATION

Our mobile app offers customized solutions for your sales department, your dealer network and your end customers.



As agent for digital communication we have among others specialized in the development of application software in the field of mobile operating systems. Our solutions contribute to designing intricate consulting and sales processes in a user-friendly and yet economically highly efficient manner.

Mobile Sales Solution – successfully optimizing sales processes

The sales of agricultural products is getting ever more complex, especially in areas where there is a high degree of product individualization due to configuration options.

The result: the demands made on the sales assistant are ever increasing as are his tasks. Apart from the competitive factor speed, the challenge lies especially in avoiding misconfigurations and ensuring an effective and economic project and interface management. With our **Mobile Sales Solution**, we provide you with an innovative, forward-thinking solution, by means of which it is for the first time possible to comprehensively map technical

sales and distribution processes. Our solution can be used independent of any product or line of business and convinces by its maximum degree of individualization.



Intelligently conceived,
practically made:

Mobile configuration and CRM (Sales App) with modular backend system (PIA)

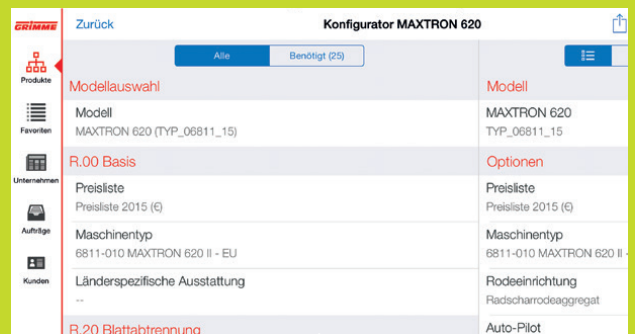
Our concept enables an iPad that is equipped with the user-friendly **Sales App** to comprehensively present and configure your products offline at any location and to fully wrap up the order.

Our **Sales App** permits the entire workflow to be mapped while integrating your individual adaptation requests. Even highly intricate machines, facilities and configurations with all their illustrations, requisite technical and commercial processes can be effortlessly processed under inclusion of all existing customer data (CRM).

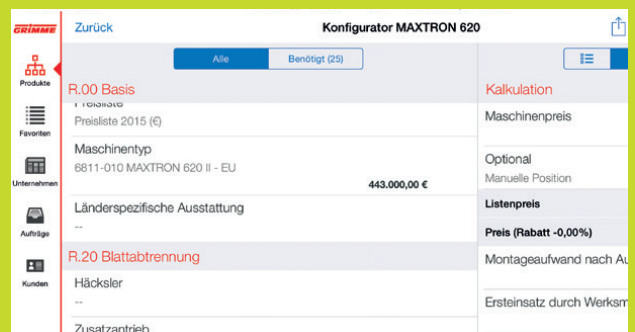
The **modular backend system (PIA)** processes, stores and updates all process-relevant and necessary information such as product data, illustrations, prices, discounts, individual customer data, etc. and makes them available on the respective iPad for immediate retrieval. A simple online connection suffices to synchronize the data on site.



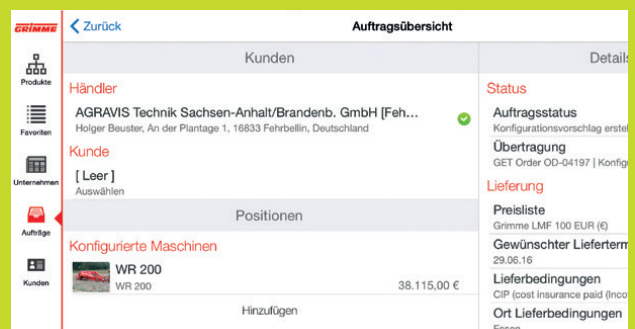
Presentation



Configuration



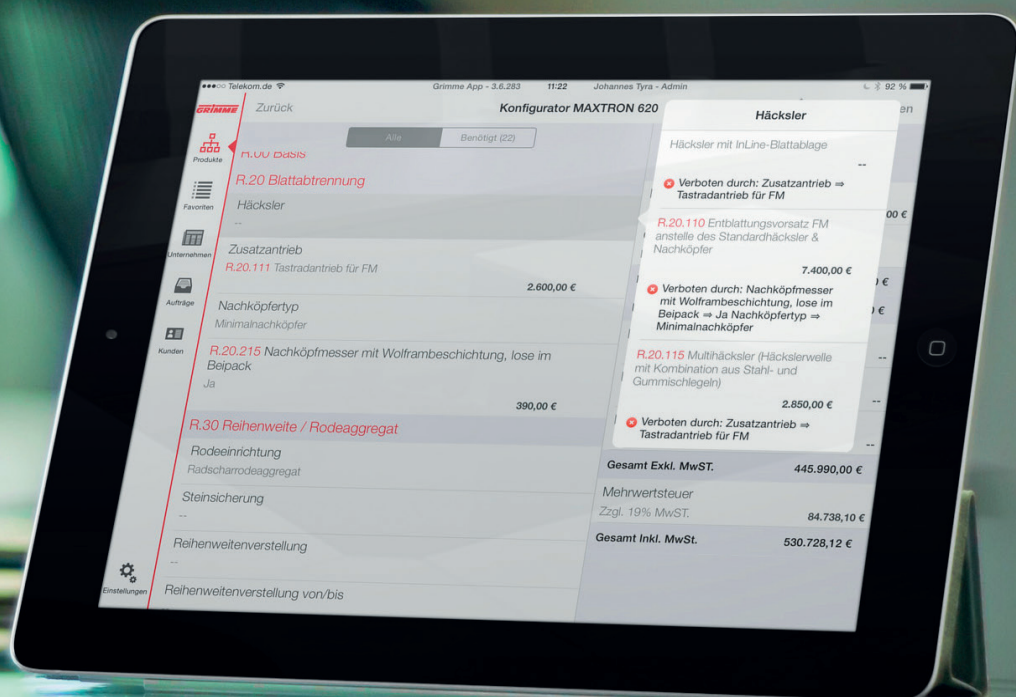
Calculation



Order

Simple, comprehensive, convincing. With this you will easily master your workflow.

Our **Sales App** instantly convinces by the unique depth of the application, data processing, and intuitive prompting. This makes it highly suitable for practical application and guarantees an effortless operation even for inexperienced users.





Key facts

- Offline capability
 - all data and media are also available offline and are synchronized in online operation
- Change of
 - language
 - active price list
 - user role in offline operation
- The Sales App can be used without login as presentation channel via the app store or at trade fairs

Functions

- Product information
 - Selection and display of products
 - Display of hot spots, product texts and descriptions including pictures, videos and all relevant documents
 - Display of further information such as technical data, standard equipment, customer benefit, etc.
- Configurator
 - Selection and display of different options
 - Display of detailed information
 - Print function and PDF export
 - Price calculator and comprehensive discount calculator
- Order management
 - Selection of dealer and end customer
 - Specification of delivery dates, due dates and order status
 - Checking of compulsory fields and dependencies
 - Overview of created orders
 - PDF generation including dispatch via e-mail
 - Transmission to ERP system for further processing
- Customer management of
 - master data and categories
 - delivery and invoice addresses
 - any number of contacts
 - imports from local address book
- Ticket system administration
 - for example tasks, notes, requirements, etc.

Have a look at the Sales App in practical application:



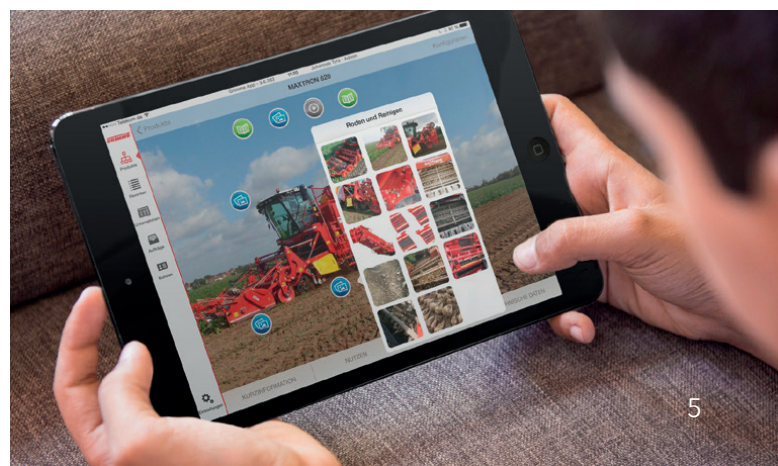
GRIMME



LEMKEN



strautmann



Flexible, intelligent, innovative. The modular control centre for limitless data management.

Speed presupposes flexibility. That does not only apply to the type of data, their utilization and processing, but primarily to their accessibility, updating and prompt provision.

The modular **backend system (PIA)** is accurately geared for this and can be seamlessly integrated in existing infrastructures. This requires a maximum of efficiency and reliability in handling the most different types and volumes of data.

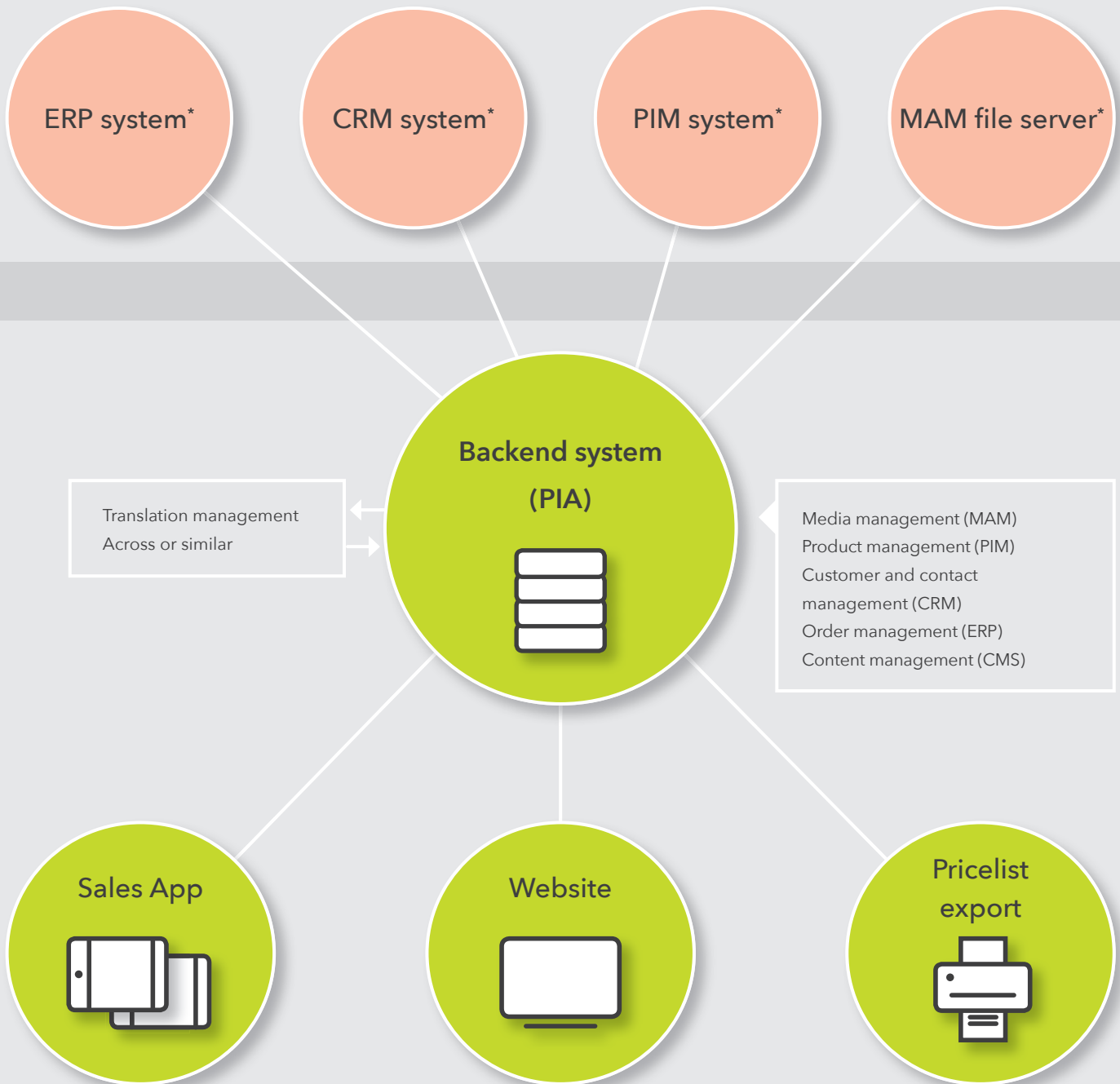
Key facts

- Seamless integration into existing infrastructure - if available
- Clear and easy operating concept - even for inexperienced users
- Consistent structure and modular set-up - tailored to your needs
- Browser interface - can be used from anywhere on any system
- Product data, media and customer administration - everything in its place
- Password-protected access and rights administration - for safety reasons
- Import and export of translations and connection to Across - any number of languages can be used
- Provision of an API for mobile clients (REST API) - all data always up-to-date

Modules

- Media management (MAM)
 - Management of photographs, documents, and videos
 - Connection to file server or MAM system*
- Product management (PIM)
 - Management of products, models and hot spots
 - Access to rules
 - Connection to ERP system*
- Customer & contact management (CRM)
 - Management of customers, contacts & addresses
 - Connection to a CRM/ERP system*
- Order management (ERP)
 - Management of orders/offers and configurations
 - Connection to a CRM/ERP system*
- Content management (CMS)
 - Management of articles/pages/media
 - Provision of web site contents
- Further interfaces
 - Across
 - Routing to InBetween/InDesign (price lists)

Mobile sales solution. Infrastructure and modules.



* if available

This is what our customers say

Matthias Thun

Project manager
Grimme Landmaschinenfabrik GmbH & Co. KG



The offline configurator on the iPad has become an indispensable aid for our worldwide sales department."

Johannes Herrmann

Project manager
Lemken GmbH & Co. KG



„The BrainData solution has the matching approach: perfectly integrated into our existing infrastructure and yet extremely flexible."

Philipp Strautmann

Managing director
B. Strautmann & Söhne GmbH u. Co. KG



„With the iPad app by BrainData we were able to provide our sales department with an innovative tool that has at the same time considerably reduced the time we spend on the maintenance of master data and the system of rules."

Stefan Hemmen

Project manager
AMAZONEN-Werke H. Dreyer GmbH & Co. KG



„All our custom requirements on the iPad Sales App and the maintenance system (PIA) were integrated into the standard solution developed by BrainData in next to no time."

Contact

BrainData GmbH & Co. KG

Agency for digital communication

Managing director: Johannes Tyra
Weltkulturerbe Zollverein | Designstadt No. 1
Martin-Kremmer-Str. 12 | D-45327 Essen

Fon +49 201 8934994

www.braindata.de | info@braindata.de

