

Mobile  
Sales &  
Services

# Reengineering Business Processes through Mobile Technology

Pat Brans, HP



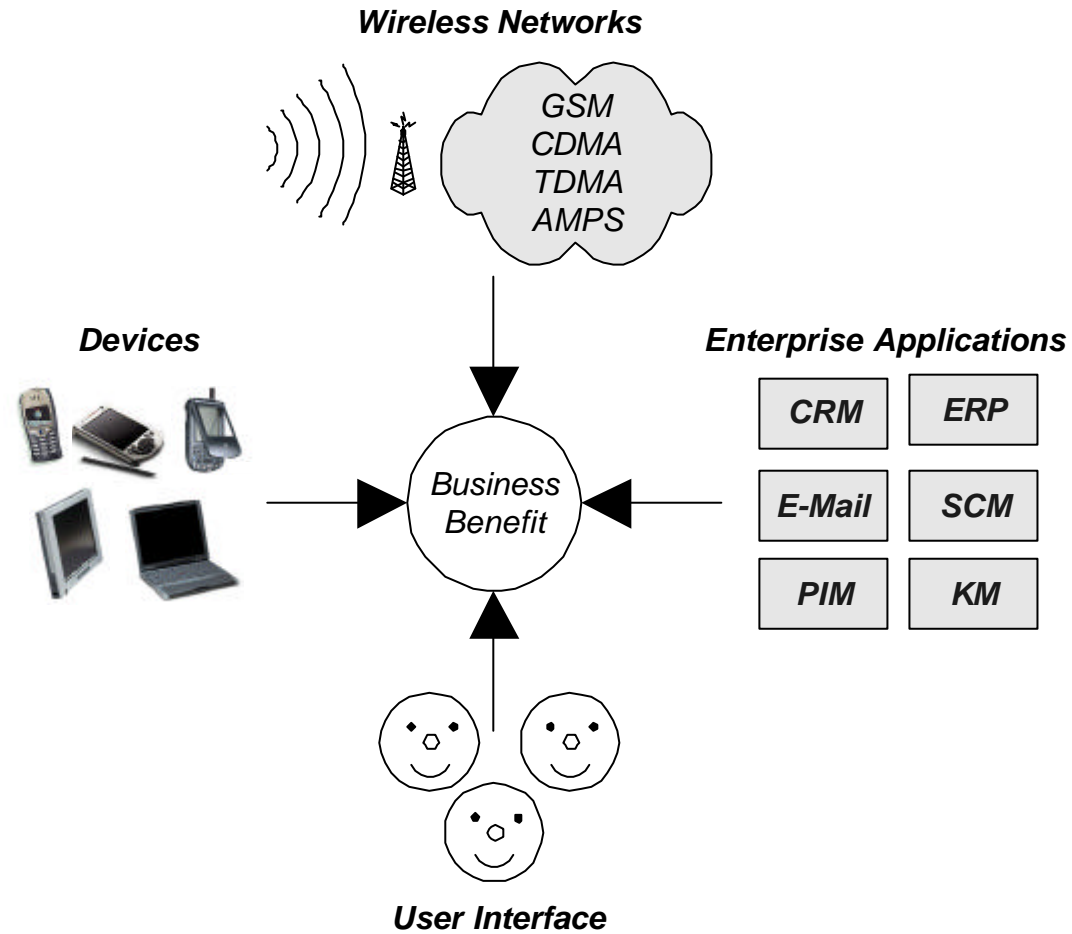
OpenGroup Paris

April 7, 2002

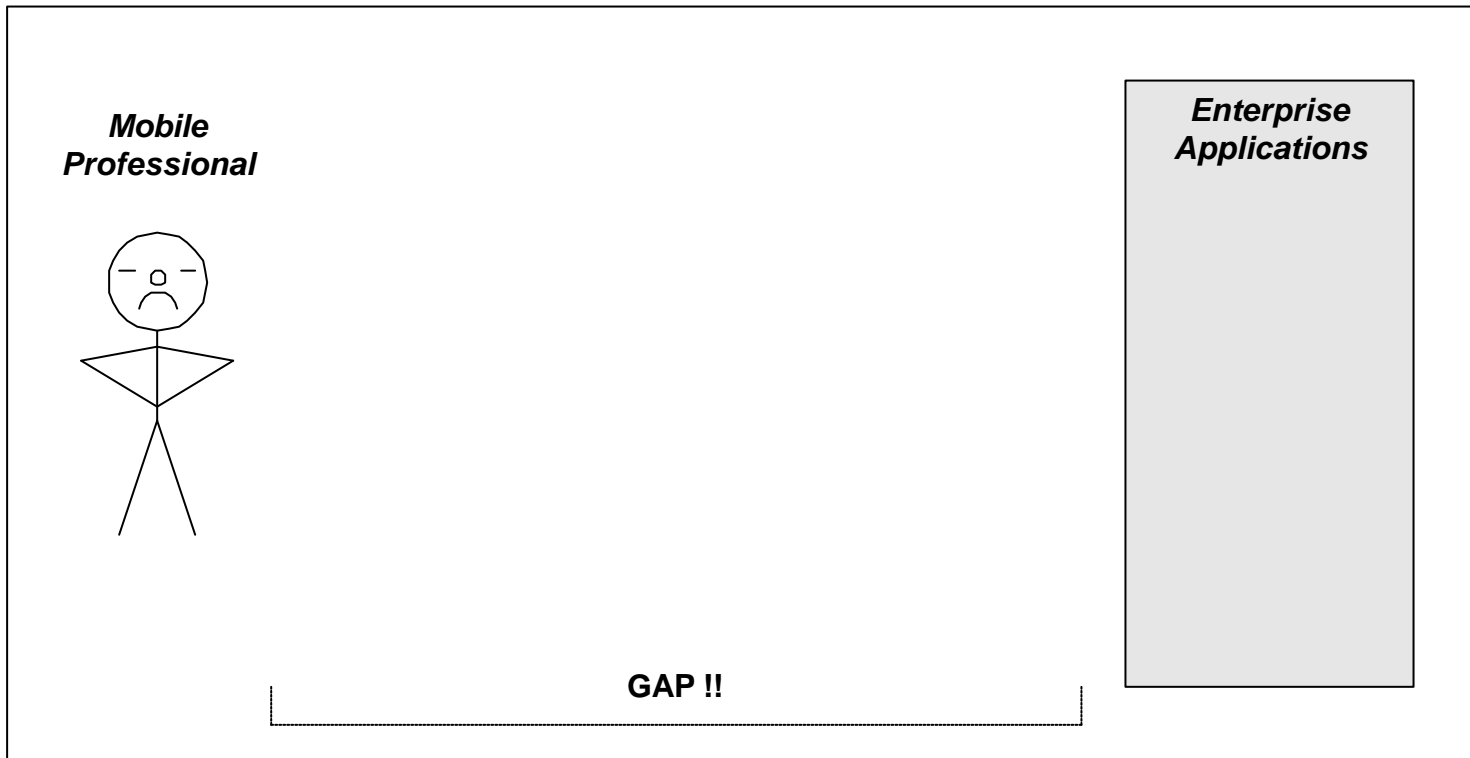
# Agenda

- The Mobility Paradigm
- Sales Processes
- Service Processes
- Pharmaceutical Sales Rep
- High-Tech Field Technician
- Conclusions

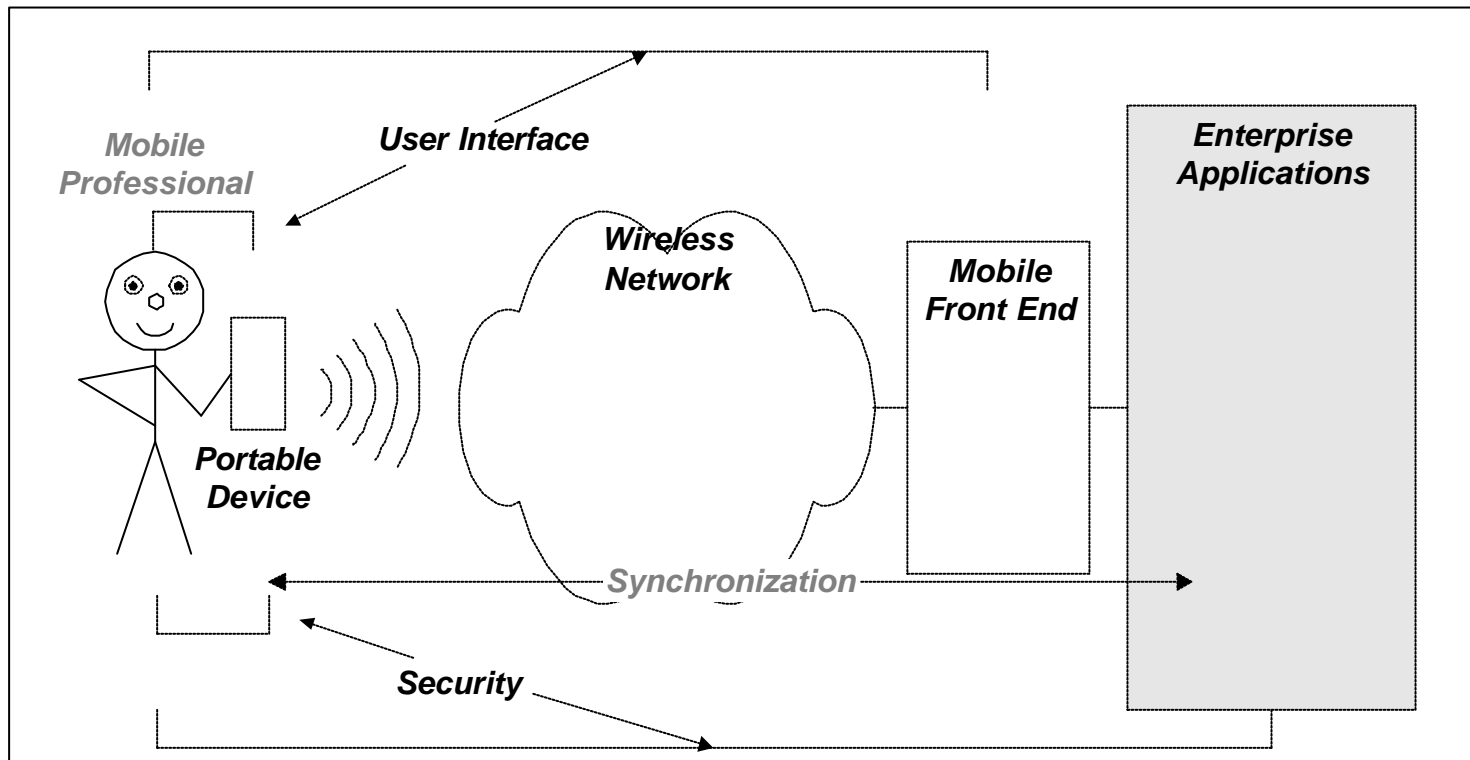
# The Mobility Paradigm



# A Gaping Problem



# The Anatomy of a Solution



## Types of Sales

***High Volume /  
Low Value***

- *Quick Visits*
- *Lots of Visits*
- *Short Sales Cycle*

- *Check Inventory*
- *Order Inventory*
- *Check Shelf Placement*

***Low Volume /  
High Value***

- *Long Visits*
- *Few Visits*
- *Long Sales Cycle*

- *Advise / Educate*
- *Order Brochures*

***Direct Sales***

***Indirect Sales***

## Types of Service Jobs

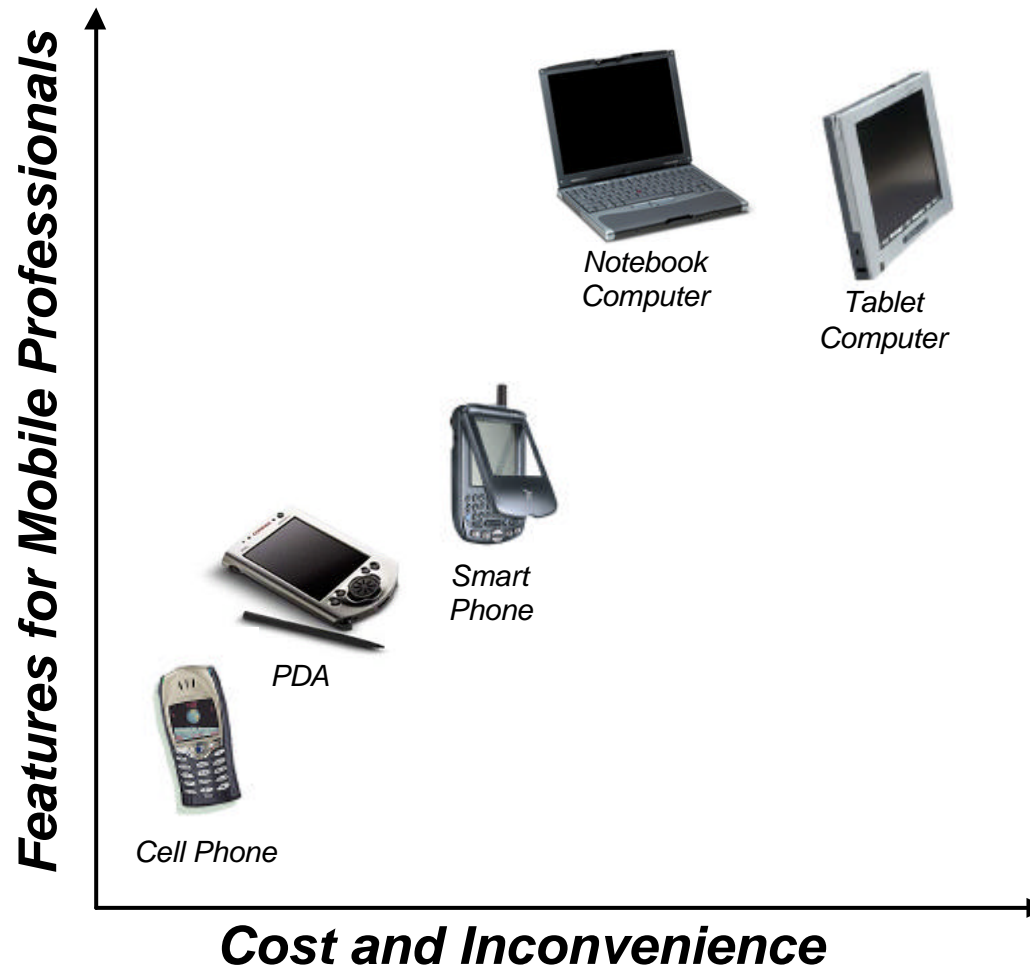
### *Fixes Stuff*

- *Dispatch*
- *Optimal Route*
- *Problem History*
- *Read Documents*
- *Order Parts*
- *Schedule Next Visit*
- *Bill*

### *Collects Information*

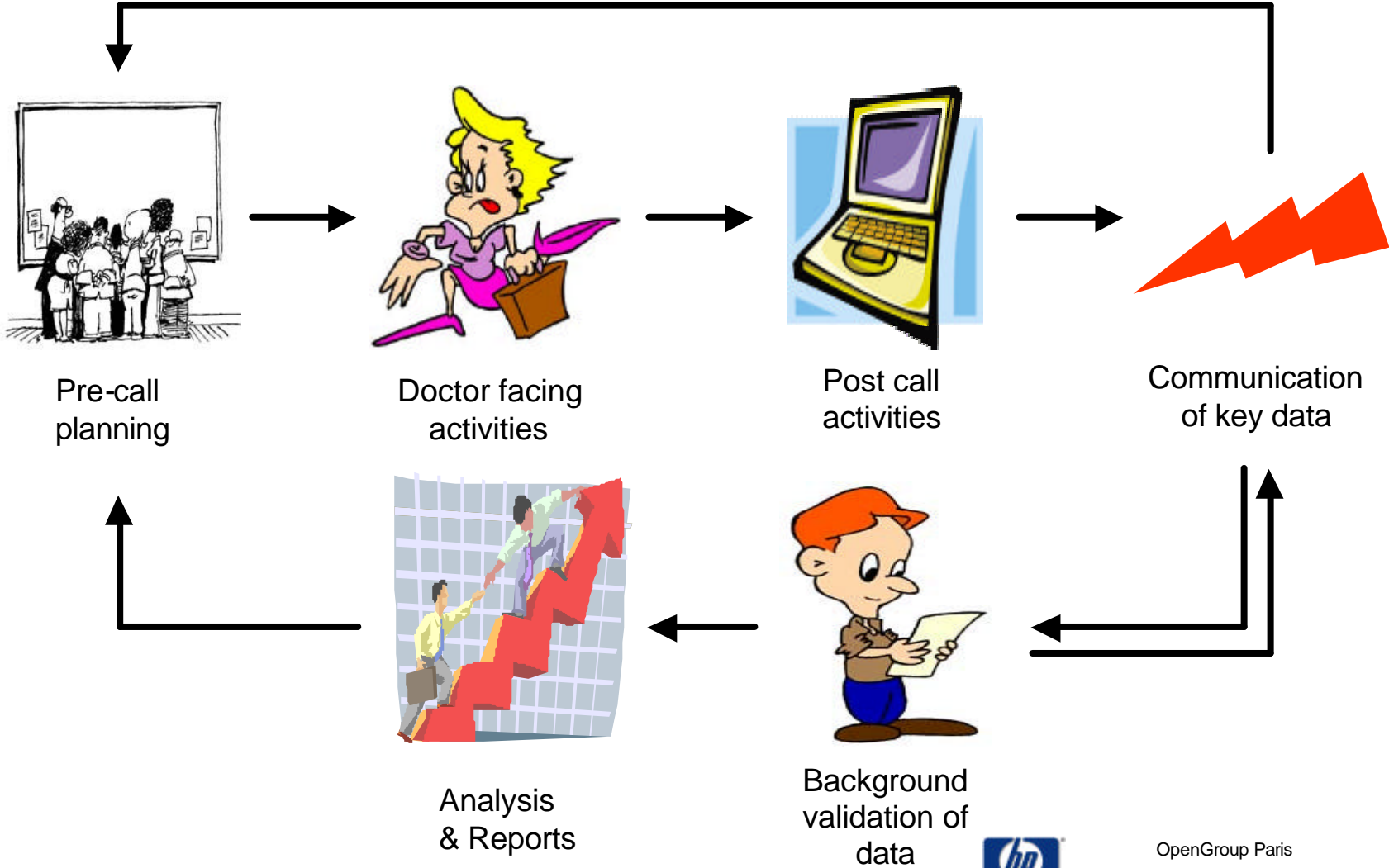
- *Optimal Route*
- *Take Notes, Pictures*
- *Get immediate feedback from office*

# A Range of Mobile Devices





# Pharmaceutical Sales Process



# Pre-Call Planning Sub-Process

Business  
Plan

Cycle  
Plan

Daily  
Plan

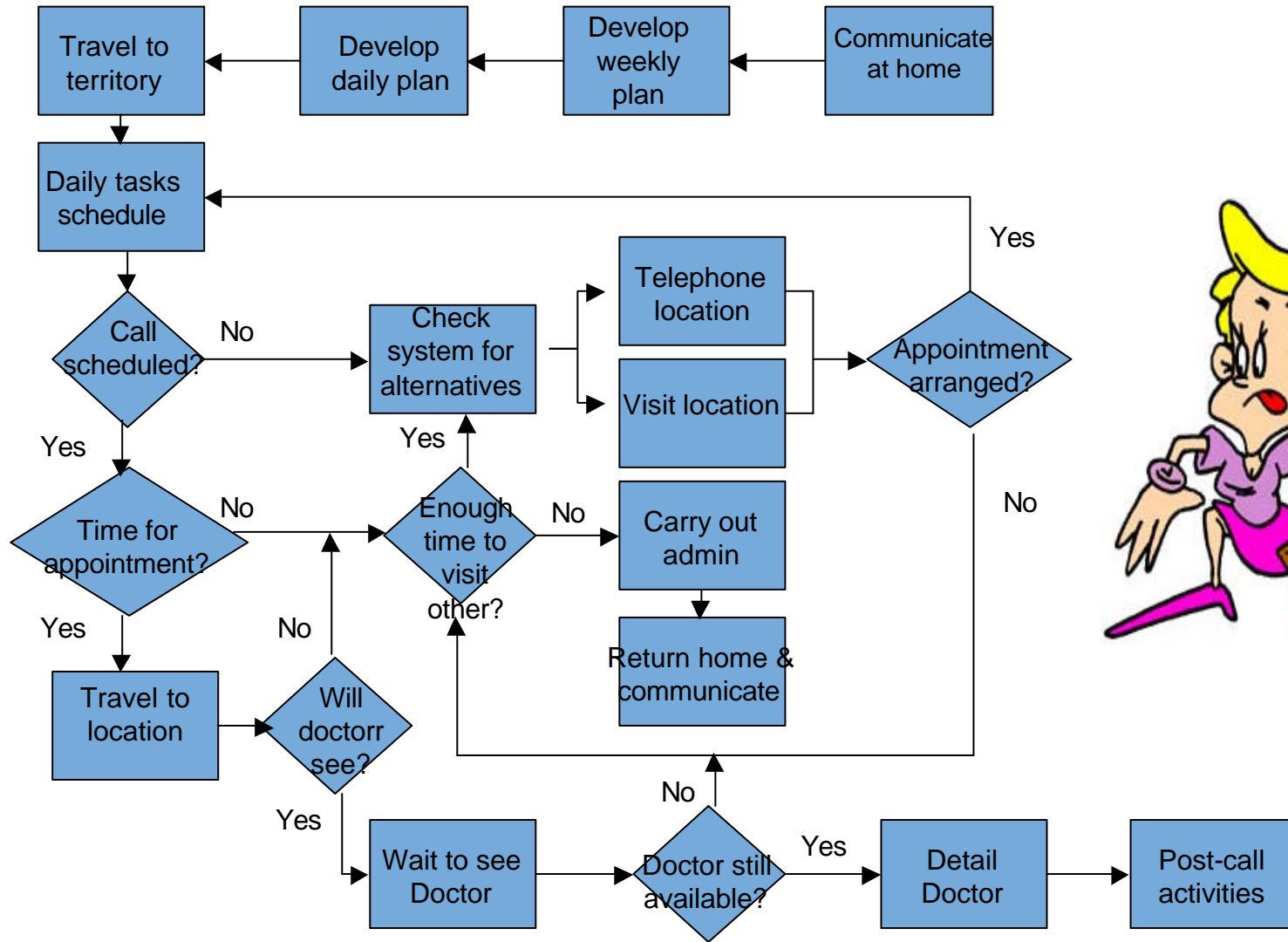
Doctor  
Pre-call  
Plan

Pre-call  
planning

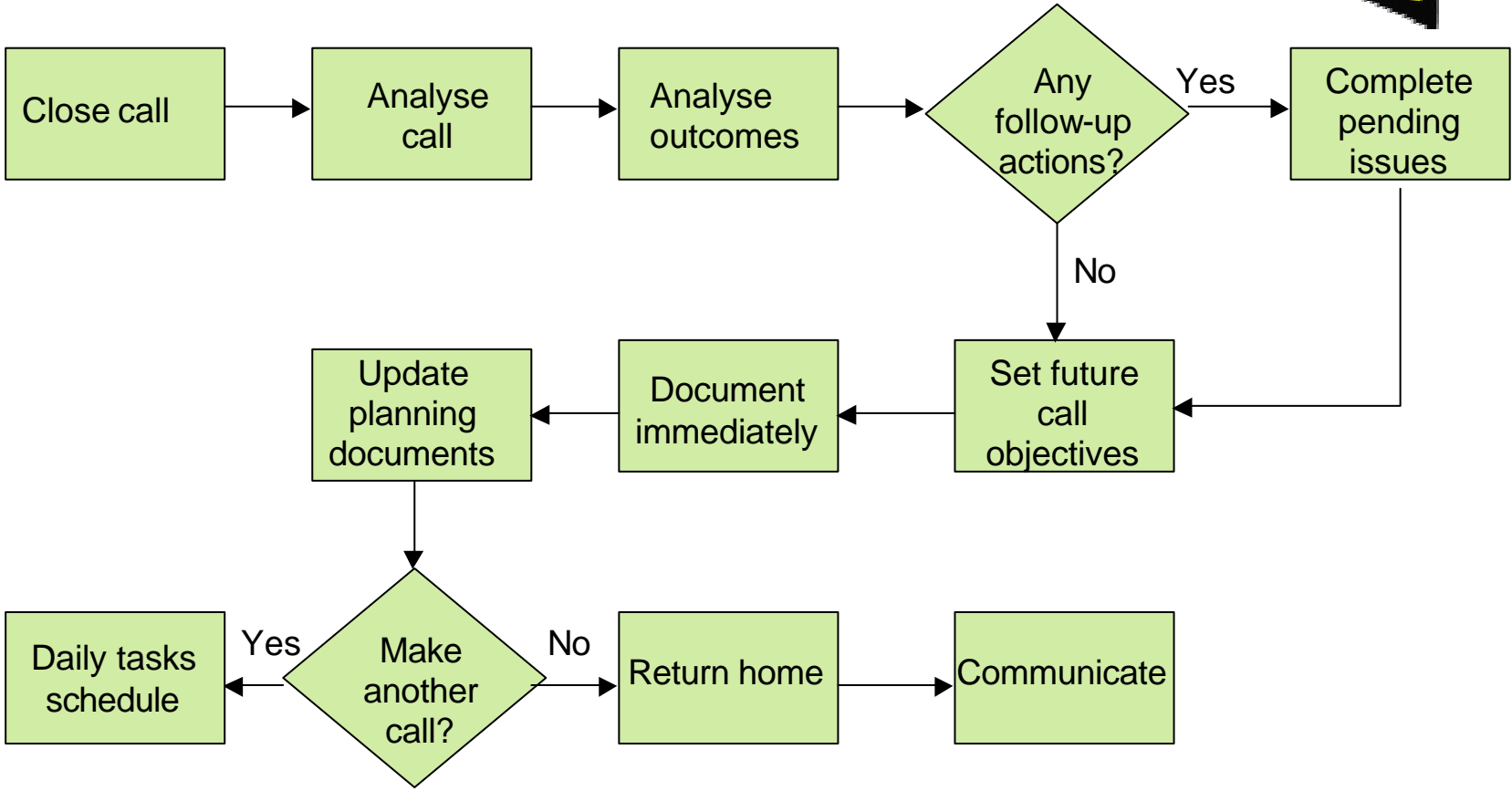


**Doctor targeting based on various parameters e.g. product, customer speciality, potential, accessibility, IMS sales and profile data, etc.**

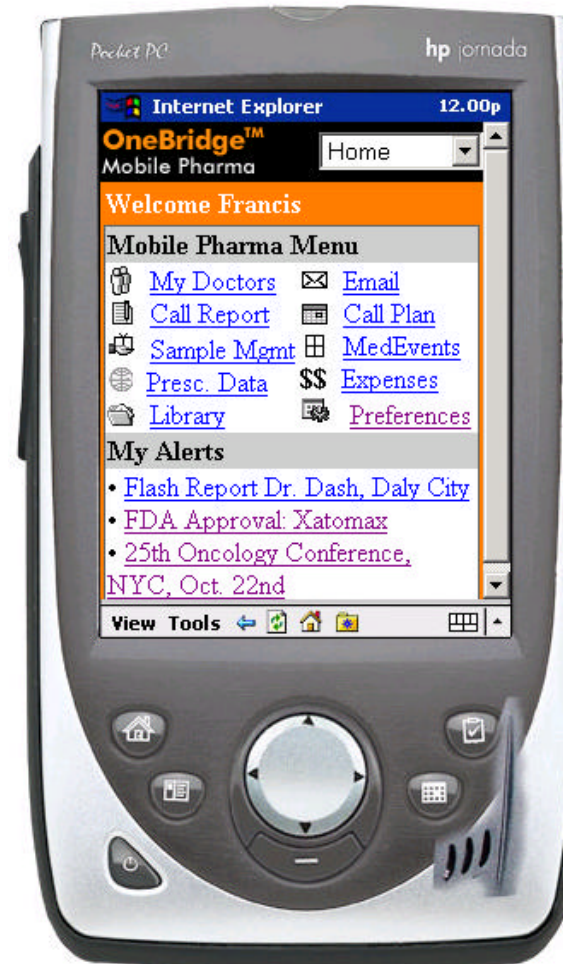
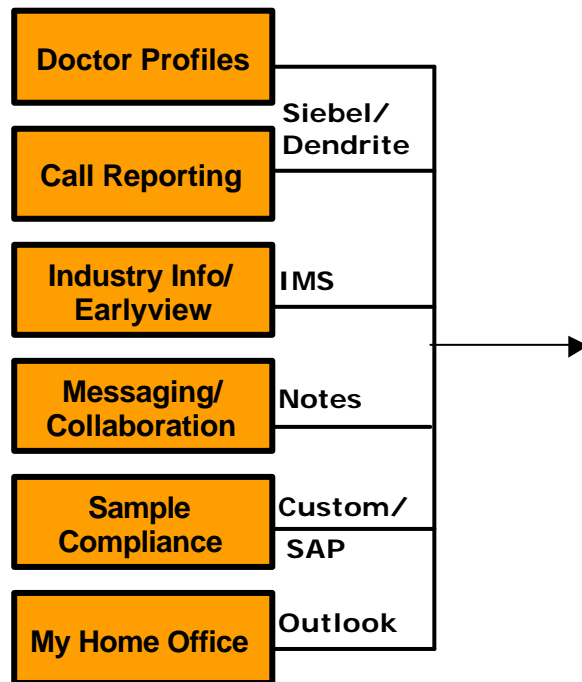
# Doctor facing activities



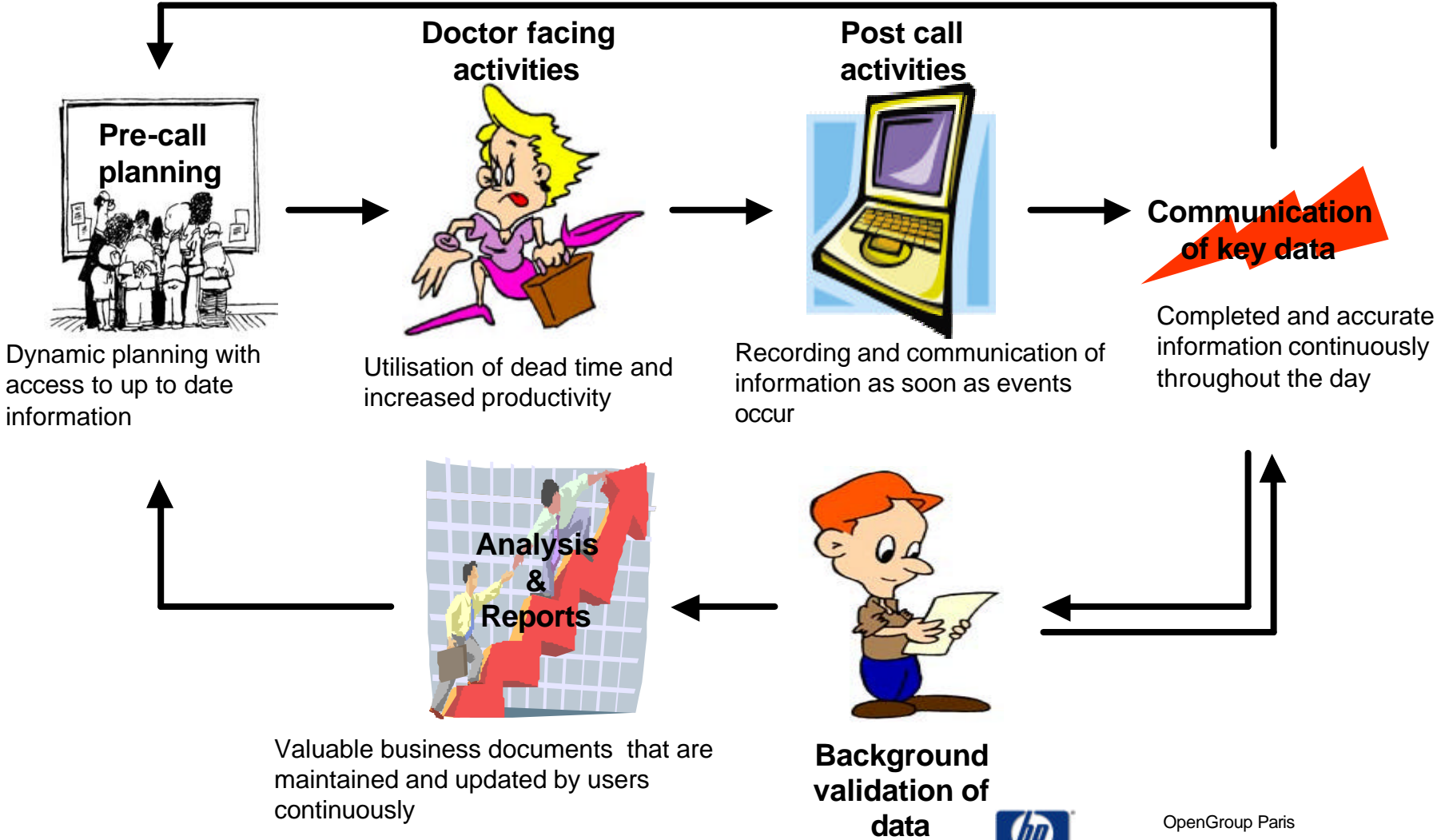
# Post-call activities



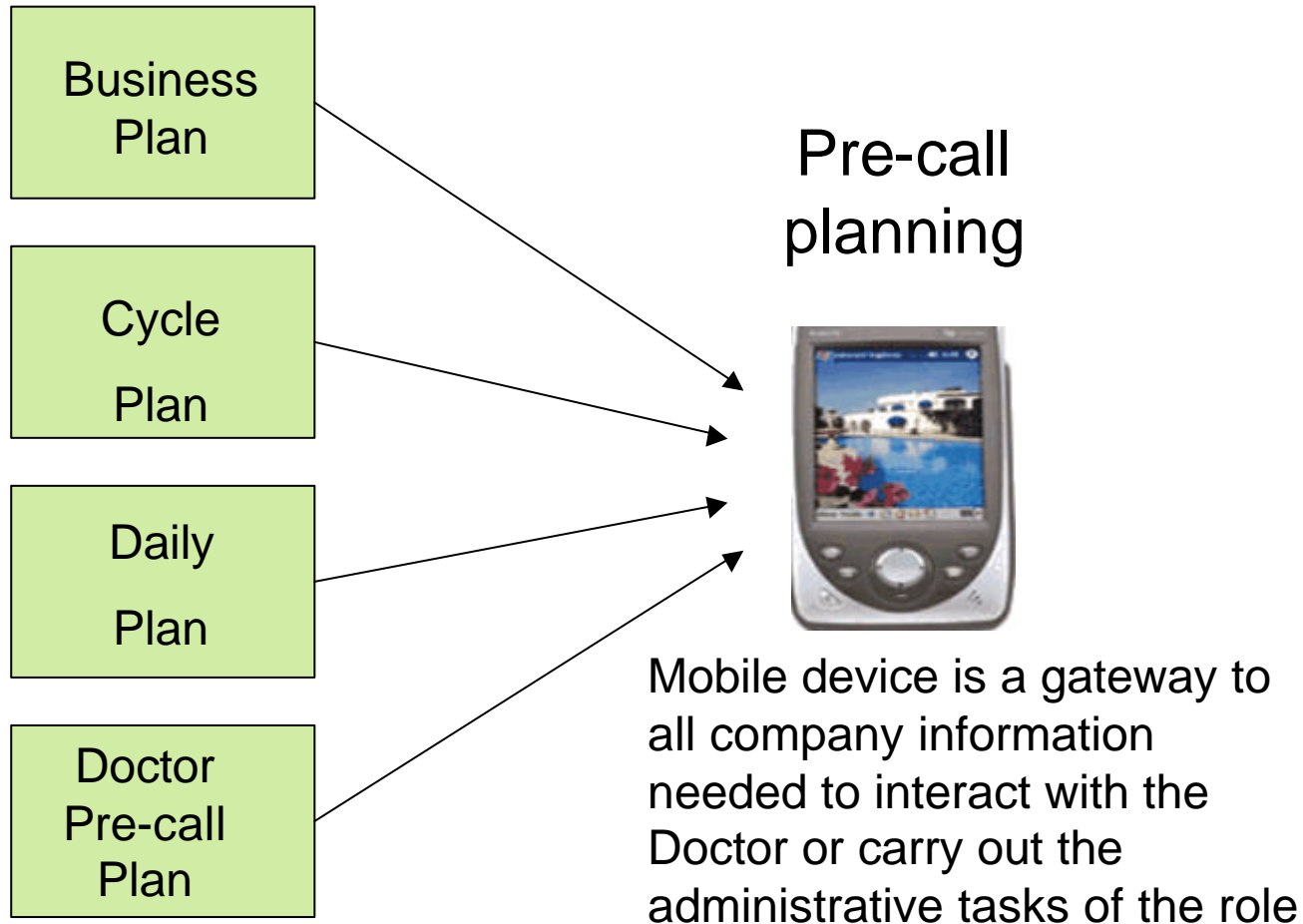
# Mobile Application for Pharma Reps



# Improved Processes with Mobility

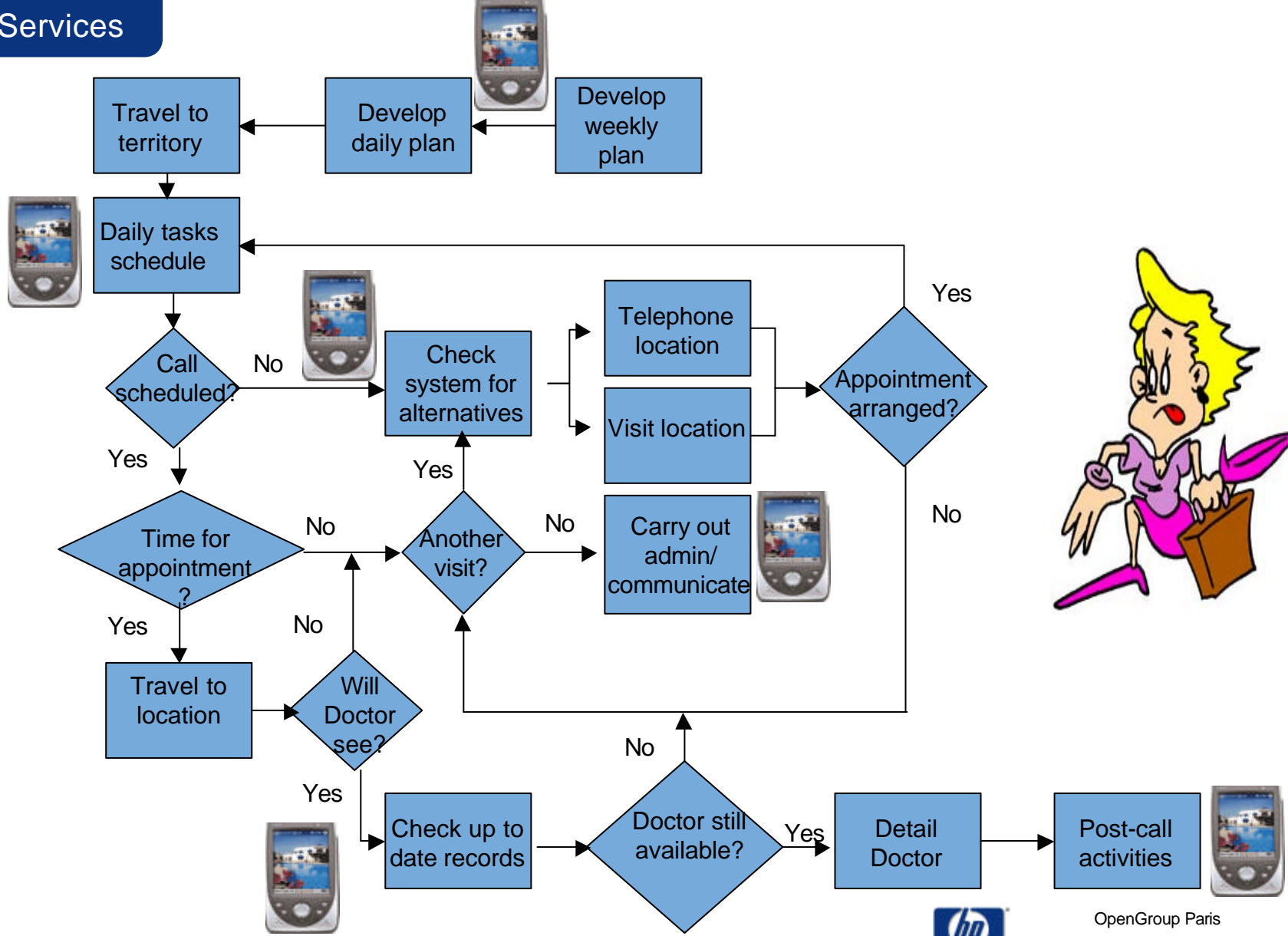


# Pre-Call Planning Improvements



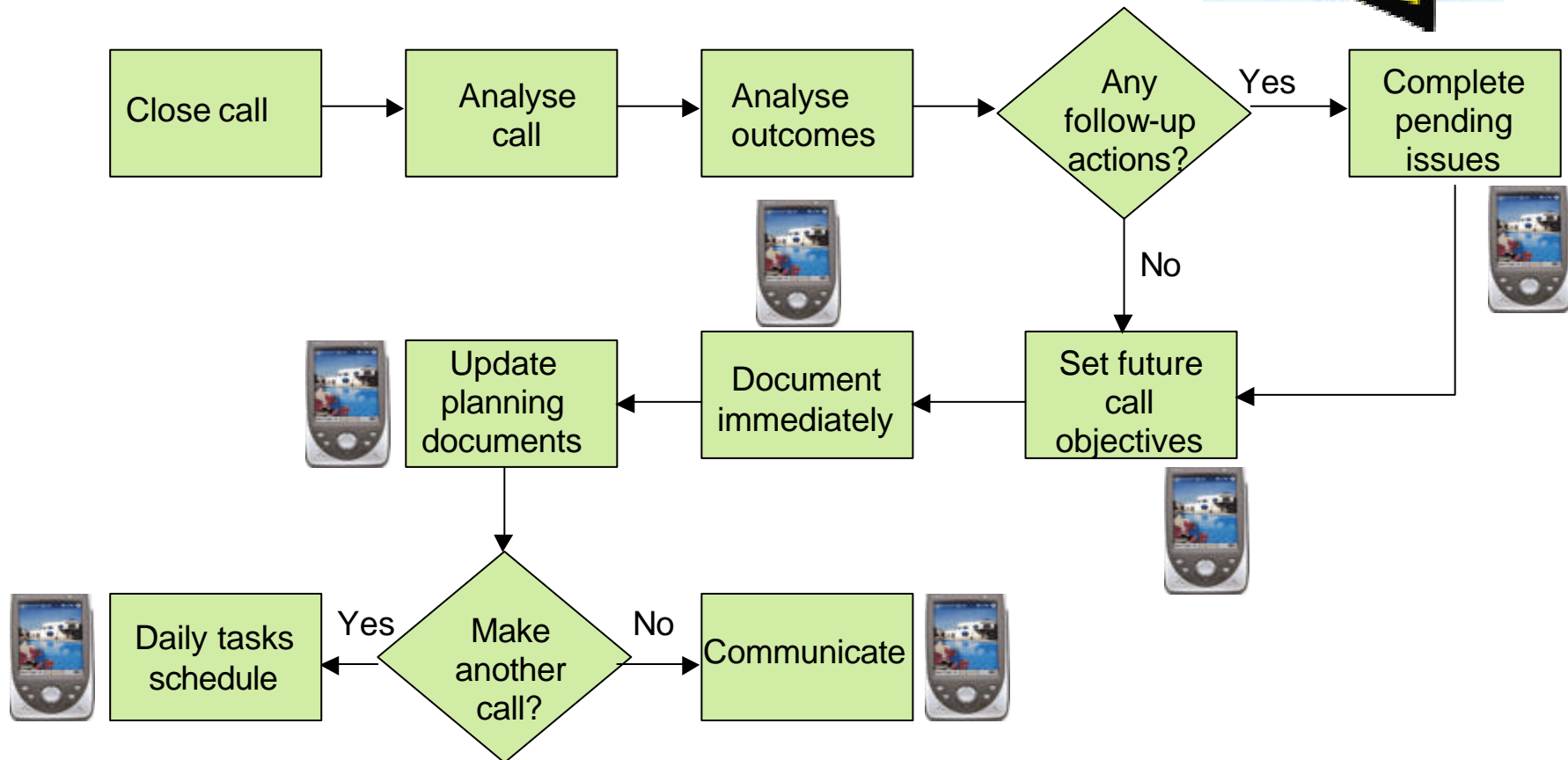
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# Doctor Activity Improvements





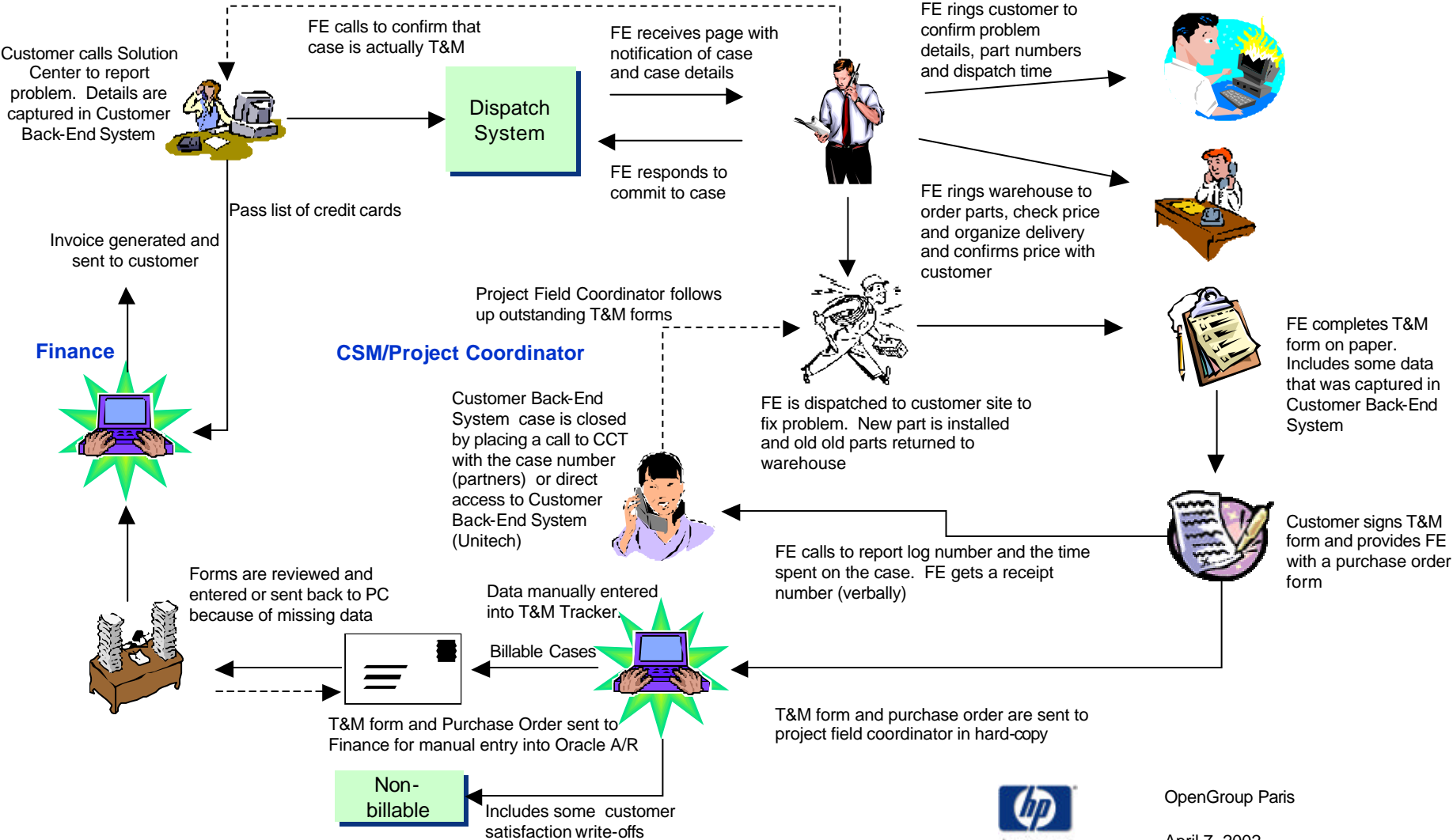
# Post-Call Improvements



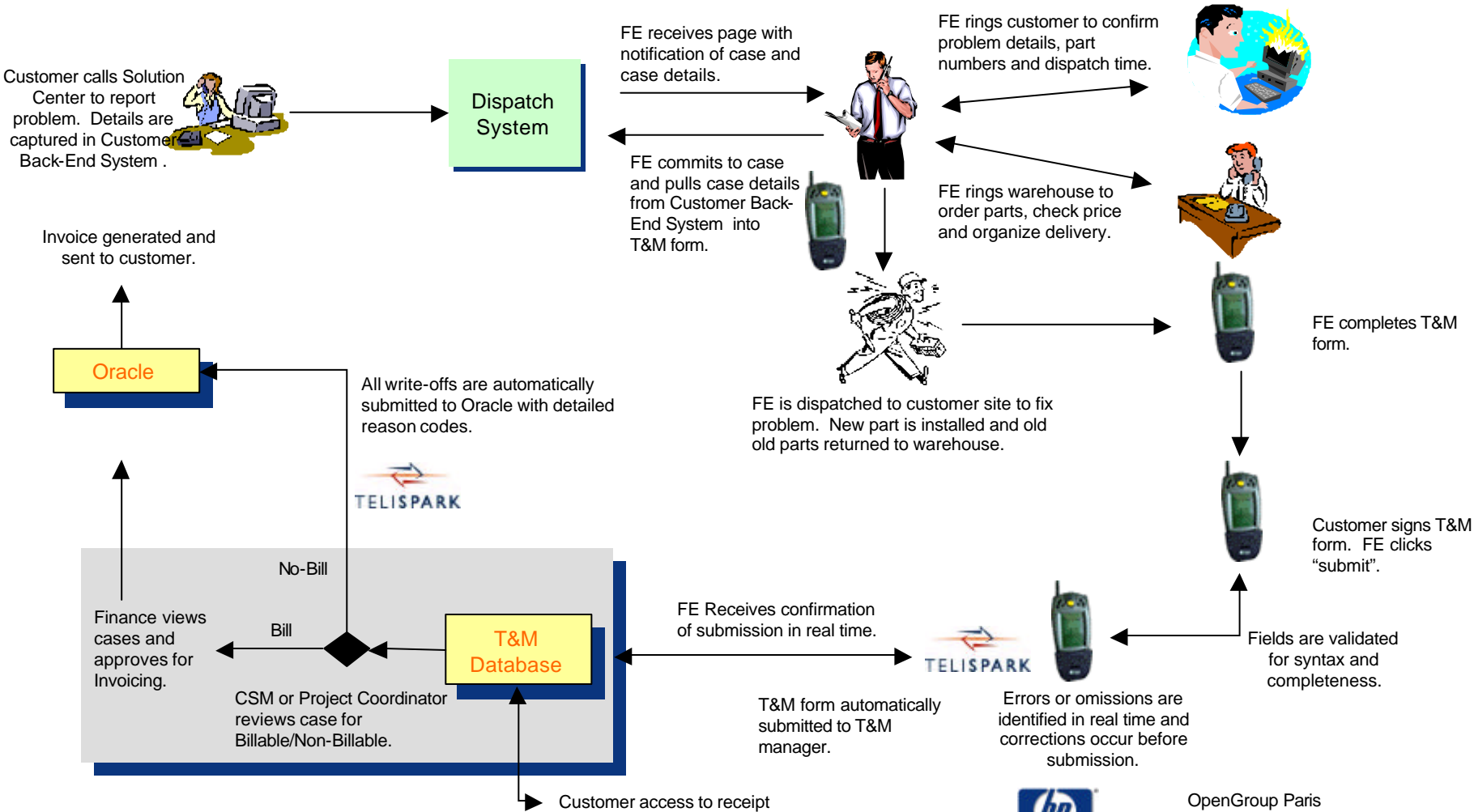
## Points to Remember

- ***Small Device is Most Suitable in this case:***
  - ***Easy to Carry***
  - ***No Boot Time***
  - ***Device not obstructive in Talking to Doctor***
- ***Real Time not necessary – just need occasional wireless:***
  - ***Synchronize and use Fat Client***
  - ***Allow Connection from Time to Time***

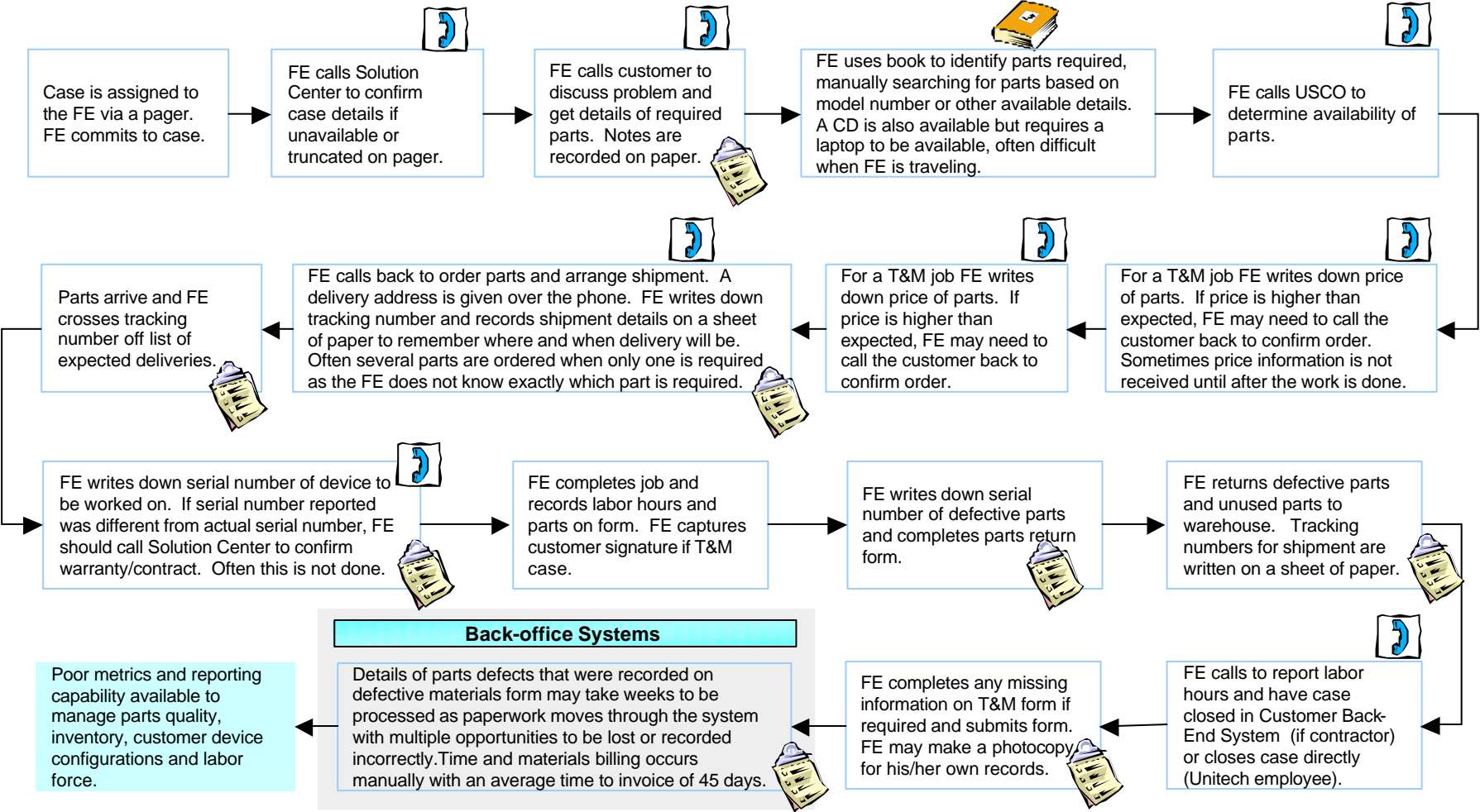
# Solution Design – Workflow Demonstration (Current)



# Solution Design –Workflow Demonstration (T&M )



# A Day-in-the-Life of Field Service - Today

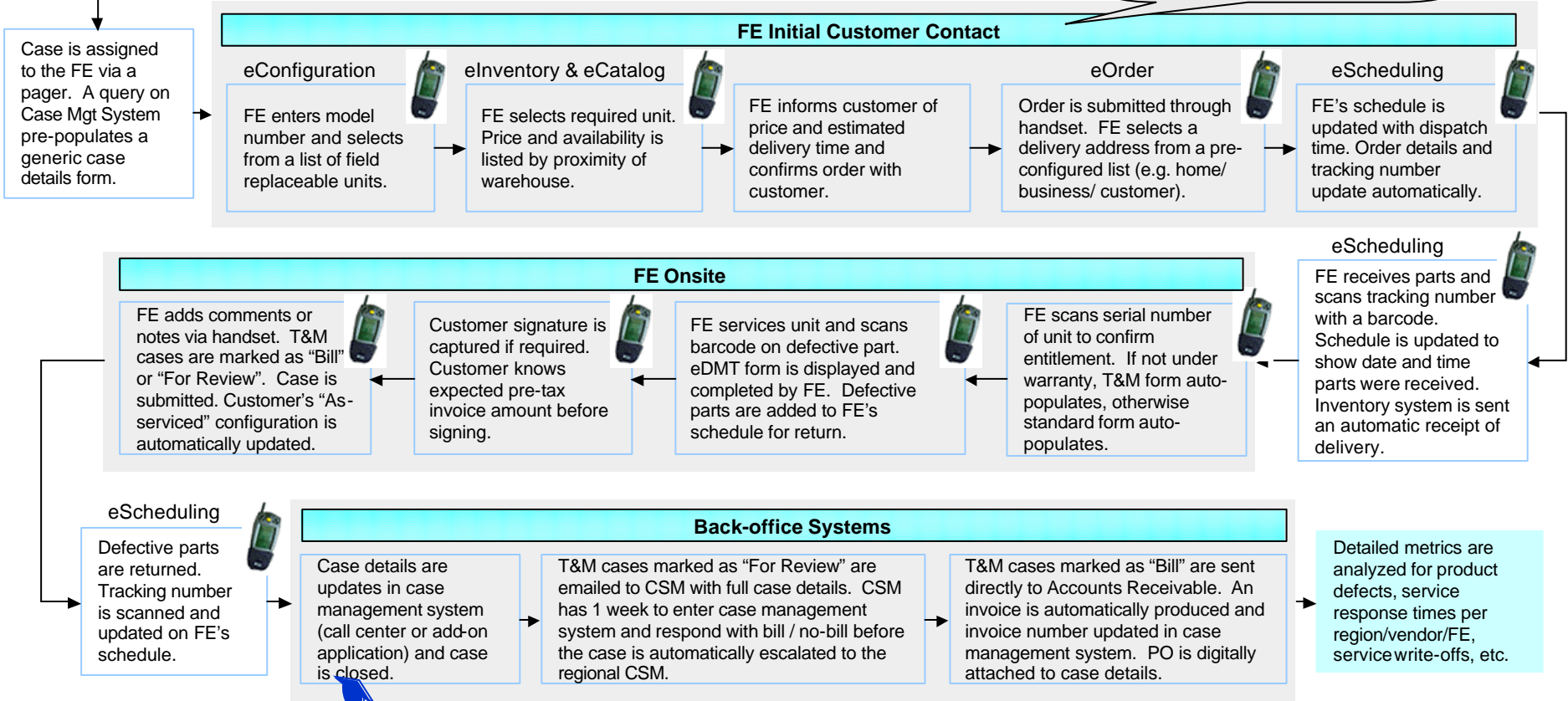


# Proposed Field Service Automation



Customer calls to report problem. Details are captured in Call Center software. Billing Address is pulled from A/R if available. If a Purchase Order is required it is faxed to an email inbox accessible by Solution Center and Finance.

- All information required for customer call is available on device.
- Only one call is required.



**FE has completed case without touching a sheet of paper or calling anyone other than the customer.**



## Points to Remember

- *Alerts needed for dispatch*
- *Occasional real time is necessary*
- *Need to read large documents : can use small device, but might also use tablet computer*

## Conclusions

- ***Mobile <sup>1</sup> Wireless***
- ***Large File Transfers might be done most efficiently by just driving back to the office.***
- ***Different Strokes for Different Folks***