

IBM Worklight

by Fast White Cat

1. Fast White Cat introduction
2. Why did we choose IBM Worklight
3. Harvard Business Review case study
4. Summary



The biggest **Call Center** in Middle-Eastern Europe, currently employs over 4500 employees.

- Infoline services, livechat, telesales, marketing researches
- customers iservice n 8 languages



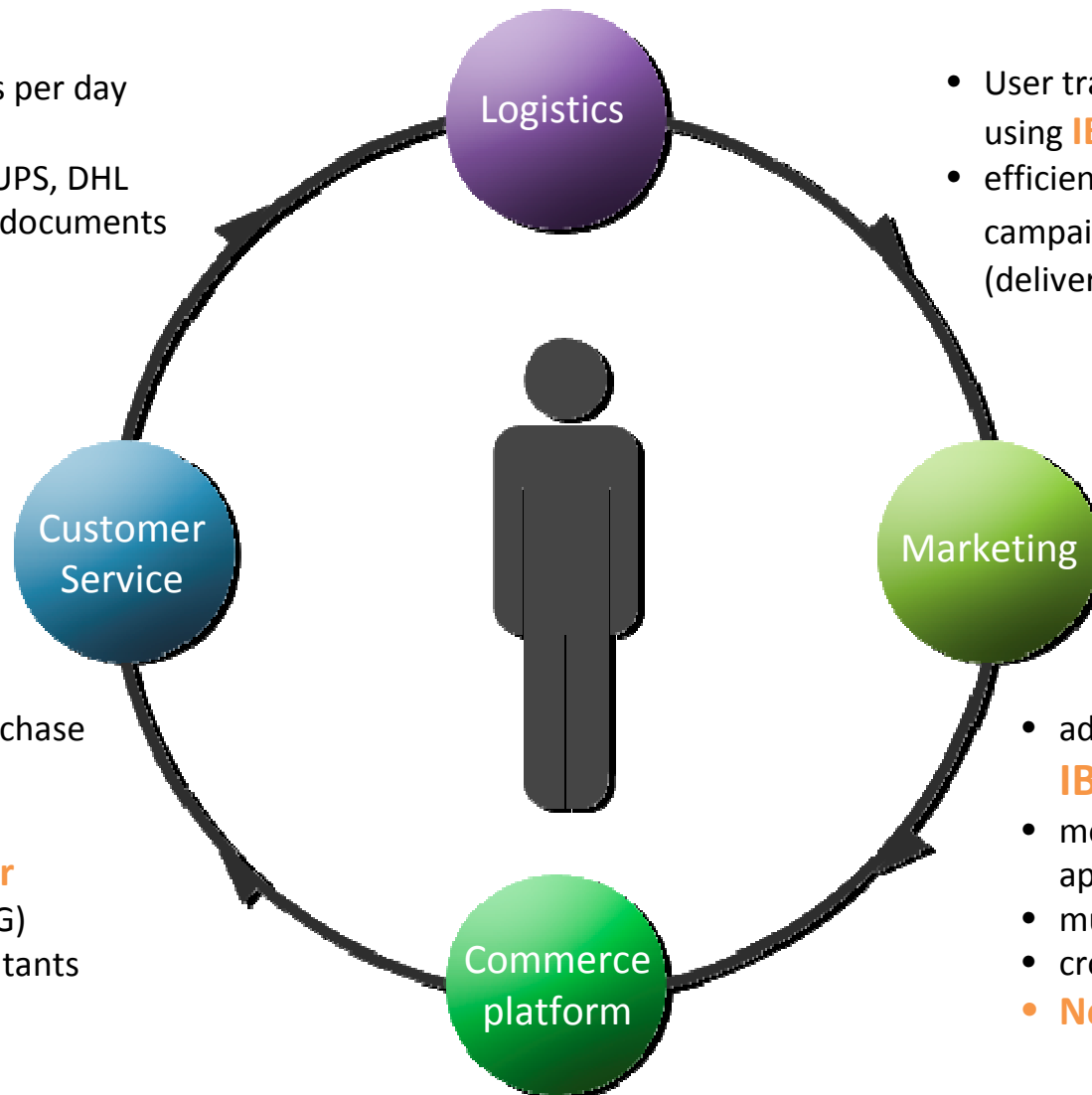
Fast growing IT company specializing in eCommerce (**IBM Commerce**), BPM solutions (**IBM BPM**) and mobile applications (**IBM Worklight**).



Personalized marketing agency, designs and delivers one-to-one cross-channel marketing campaigns driven by **IBM Unica**.

We deliver eCommerce solutions based on Smarter Commerce approach

- **10.000** shipments per day
- own warehouse
- cooperation with UPS, DHL
- printing, scanning documents and packaging



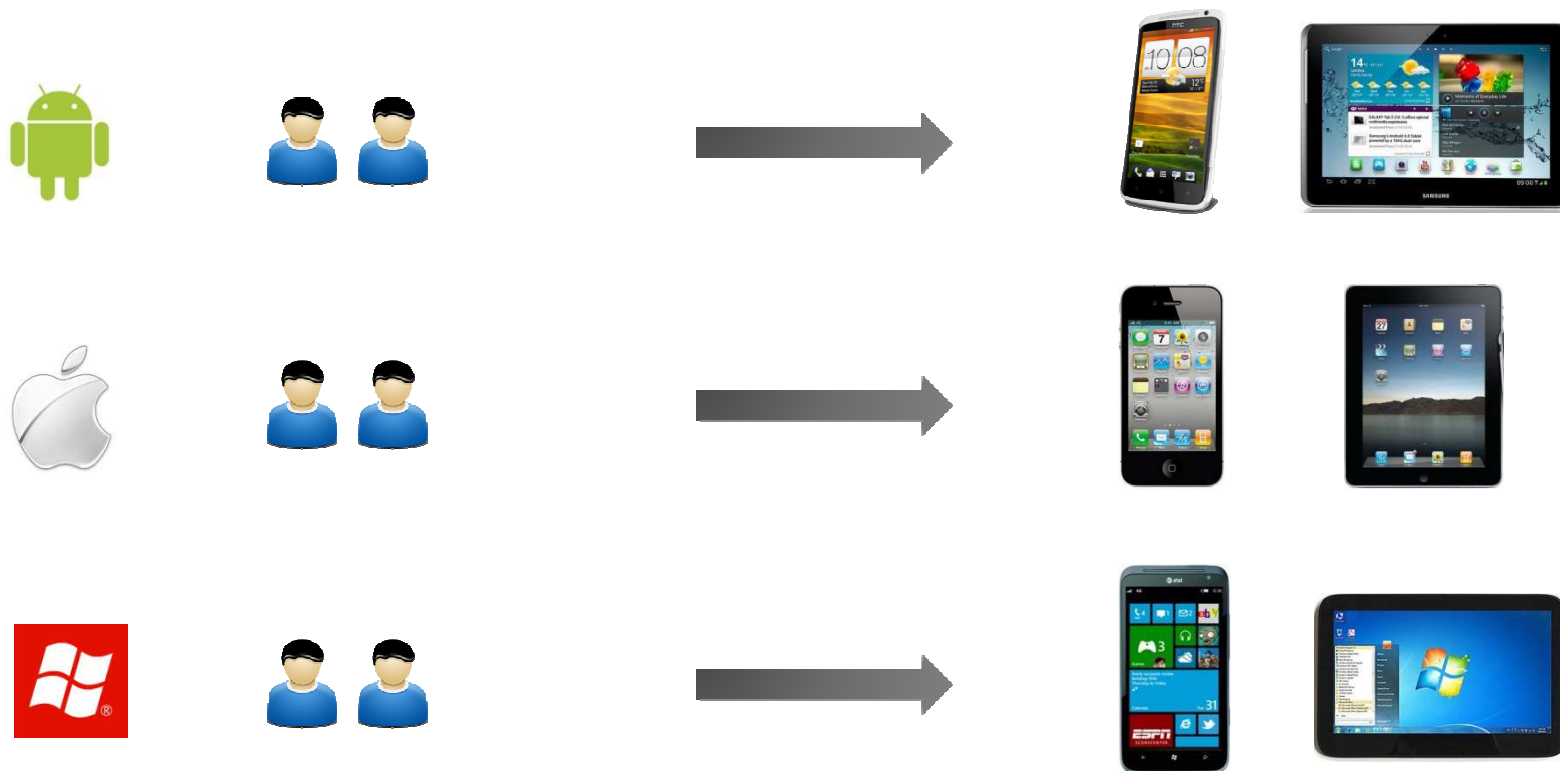
- User traffic and preferences analysis using **IBM Coremetrics**
- efficient personalized marketing campaigns with **IBM Unica** (delivered by Laurens Coster)

- sale and post-purchase customer service
- **LiveChat**
- **own Call Center** (delivered by CCIG)
- over 3 200 consultants
- 5 locations

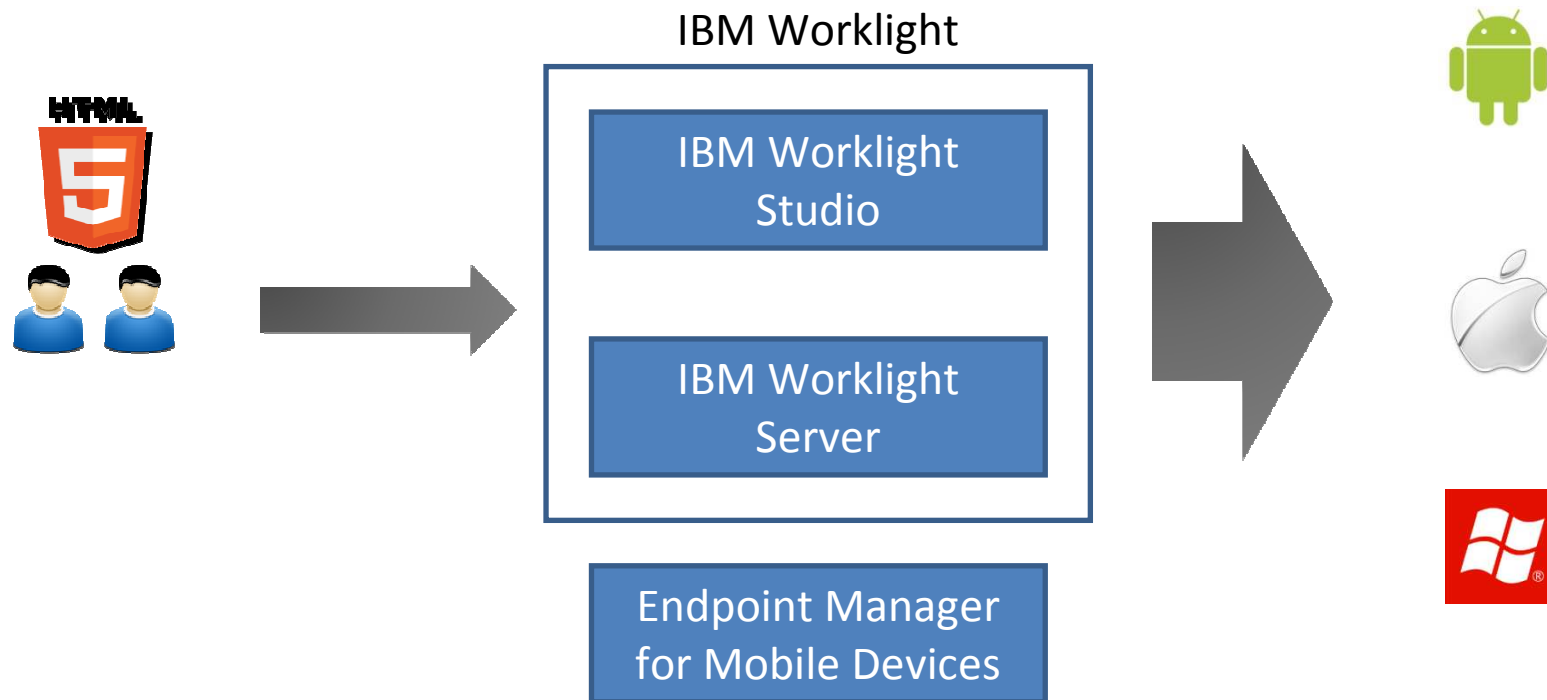
- advanced solutions based on **IBM Commerce**
- mobile and SmartTV applications
- multi-channel
- cross-selling and up-selling
- **NetMining**

- An App should facilitate clients work and address their needs
- Should be cheap
- Urgently delivered
- Modern and easy to navigate by the user
- Secure user data

Mobile Application Development process:



IBM Worklight – streamline development process and unified data exchange between applications and server



Minimizing project teams, speeding up the solution delivery timeline and hence decreasing the development costs

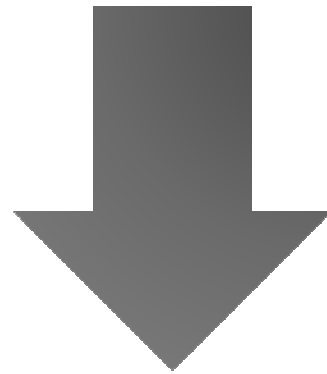


- Renowned University brand
- Know-How provider
- Sells trainings, workshops and magazine

Project challenges and client needs:

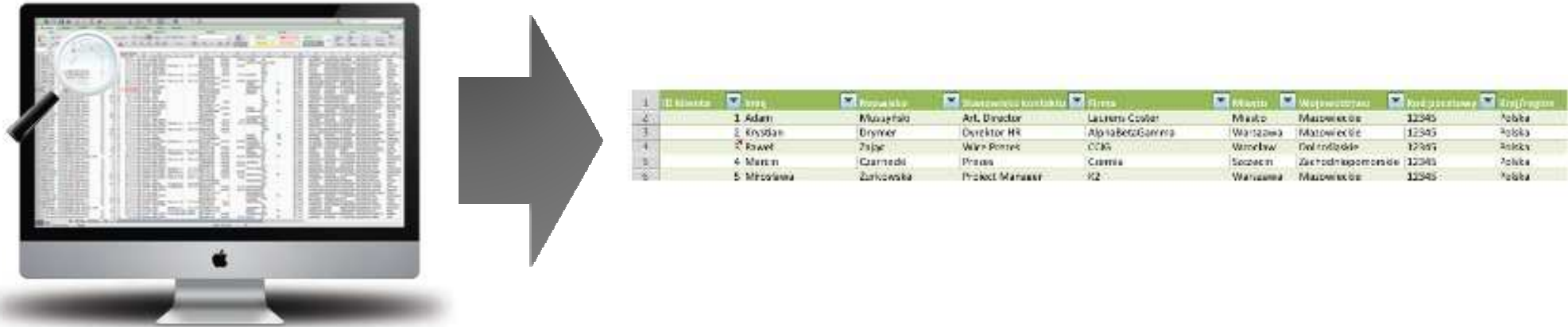
- A new method for increasing HBR trainings sales level
- Actively searching for new clients and maintaining good relations with the current ones
- Increasing awareness among potential clients regarding the need of trainings and workshops for their employees
- Swift reaction for training needs from the very first contact with the client till the Sales Rep visit
- Increasing Sales Reps effectiveness
- More flexibility and Sales Rep time adjustment to the Client
- Time devoted to meetings planning optimization
- Increased Sales Reps quality and effectiveness control

What did they get?



Complex end-to-end solution

Finding customers using **precision** targeting methods



Dynamic ways of searching clients





Calling the Client
and presenting
HBR offers



Sending **personalized** e-mail



Harvard Business Review
POLSKA

Sa. P.
Krystian Drymer
AlphaBetaGamma Sp. z o.o.
Al. Niepodległości 18,
02-653 Warszawa

Szanowny Panie Krystianie,

w ciągu kilku najbliższych dni skontaktuję się z Panem, aby przedstawić ofertę produktów i szkoleń, którą przygotowaliśmy dla firmy AlphaBetaGamma Sp. z o.o. Chciałabym opowiedzieć Panu m.in. o:

Management 2013
Dla zołrientowanych na sukces praktyków biznesu

Program Management™ został tak skonstruowany, aby sluchacze aktywnie uczestniczyli w zajęciach, uczyli się poprzez praktyczne rozwiązywanie problemów biznesowych oraz otrzymali odpowiedzi na kluczowe pytania i problemy związane z prowadzeniem biznesu. Przekazywana wiedza może być natychmiast zastosowana w firmach uczestników programu.

I CAN INNOVATE
Akademia Innowacji

ji w oparciu
g przez
Według
ech
rywaó jako

MEETING





50 Reps of

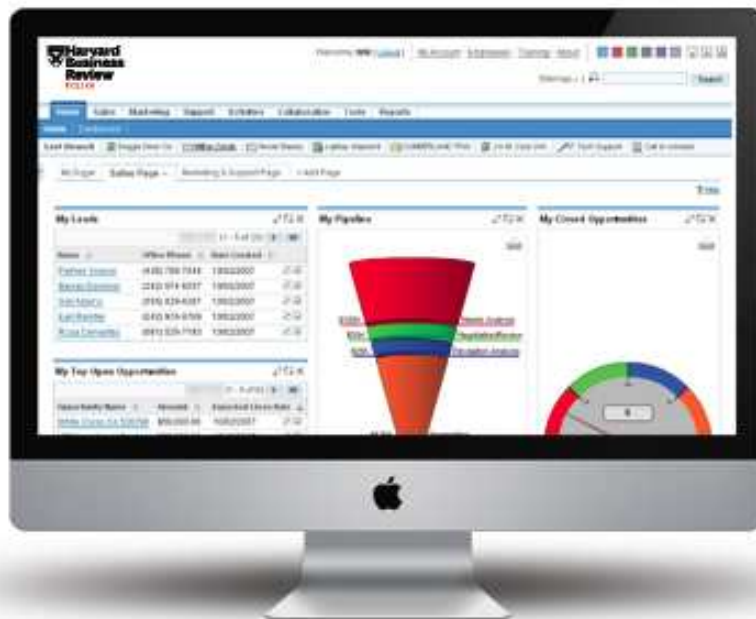


2 meetings every day

2 000
meetings per month

Why is this process so smooth, flexible and effective?

- Every Sales Rep has his own iPad
- Pre-installed **mobile application**
- Synchronization with CRM
- Actual information

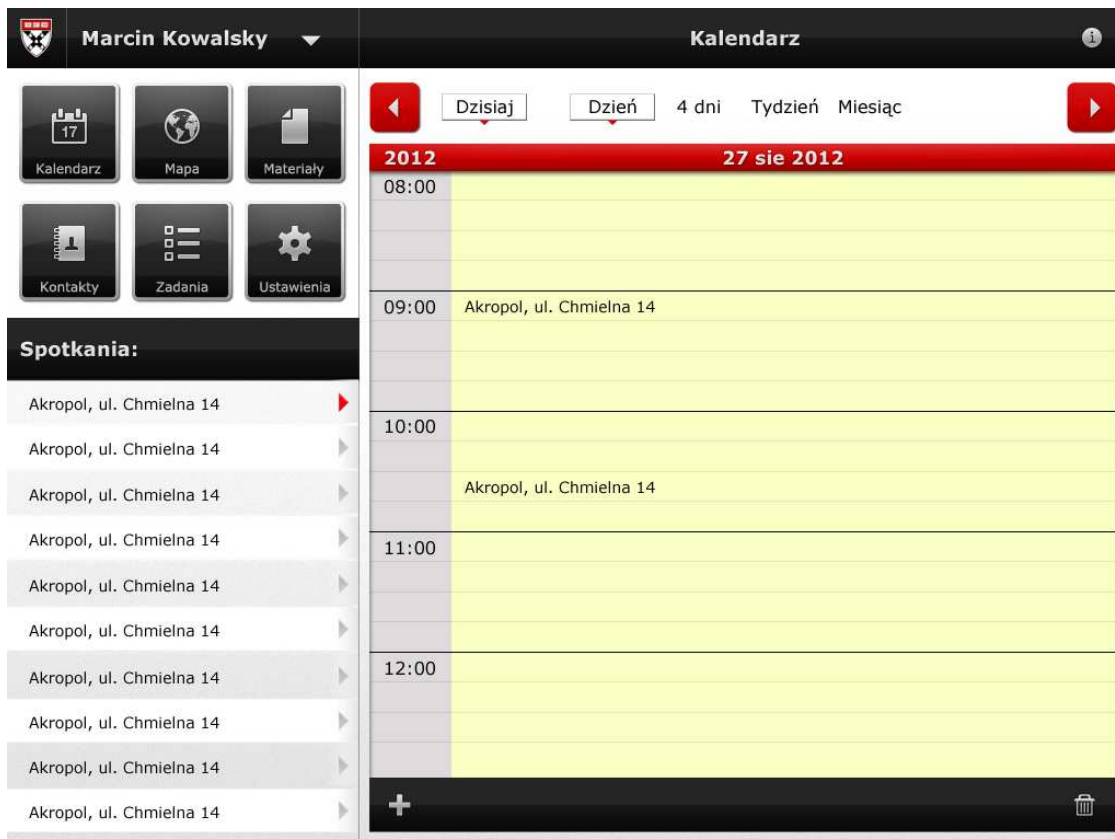


Customer Database, Contacts, Meetings, Business Metrics, etc stored in CRM



Example functions of mobile app that help in their work and streamline their efficiency:

- Calendar with meetings schedule and tasks



- All information about the Client, about his needs



The screenshot displays a mobile application interface for a client named Marcin Kowalski. The main section, titled 'Szczegóły spotkania', provides details for a meeting at Akropol, ul. Chmielna 14, at 14:15 (1.5h duration). It lists company data, a list of contact persons with their email addresses and phone numbers, and offers information.

Spotkania:

- Akropol, ul. Chmielna 14
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Szczegóły spotkania

Akropol, ul. Chmielna 14 **godz. 14:15 (czas: 1,5h)**

Dane firmy

Nazwa firmy: **Akropol Sp. z o.o.**
 Adres: ul. Chmielna 14, 50-142 Ciechocinek
 Adres www: www.akropol.com.pl
 e-mail: biuro@akropol.com.pl

Imię i Nazwisko	Adres e-mail	Nr telefonu
Marian Mróz Specjalista ds. marketingu	m.mroz@akropol.com.pl	+48 77 232 44 44
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Bożena Zawał Prezes	b.zawal@akropol.com.pl	+48 77 232 44 44

Informacje o ofercie

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Dodatkowe informacje

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Status: spotkanie organizacyjne

- Address book synchronized with CRM

Marcin Kowalsky ▾

17
Kalendarz

Mapa

Materiały

Kontakty

Zadania

Ustawienia

Spotkania:

- Akropol, ul. Chmielna 14 ▶
- Akropol, ul. Chmielna 14 ▶
- Akropol, ul. Chmielna 14 ▶
- Akropol, ul. Chmielna 14 ▶
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Kontakty - lista osób ⓘ

Imię i Nazwisko	Nazwa firmy
Mariusz Dubaj	Akropol
Karolina Kwiatkowska	Warsaw
Urszula Bałagan	"AKU" Spółka z o.o.
Tamara Kochaj	Linea Trade
Marcin Zalega	Marex
Paweł Tymczyszyn	"Corner" Sp.j.
Adam Wroński	Admel Adam Melnarowicz
Aleksander Wołcz	Tamfol S.C.
Danuta Kasperska	Gespar
Maciej Danukiewicz	HD Plus
Tomacz Pablikowski	Impact
Damian Natkowski	Mydlarz
Piotr Robal	Rolka
Zbigniew Ołaszek	Clean System Partners Sp. z o.o.
Jarosław Ołobin	D&W Partners
Krzysztof Teren	Mikko
Nikodem Owacki	Leox
Bartosz Wolski	Magropols
Czesław Banaszak	Soft
Radosław Kiczkowski	Dabex-Kraków

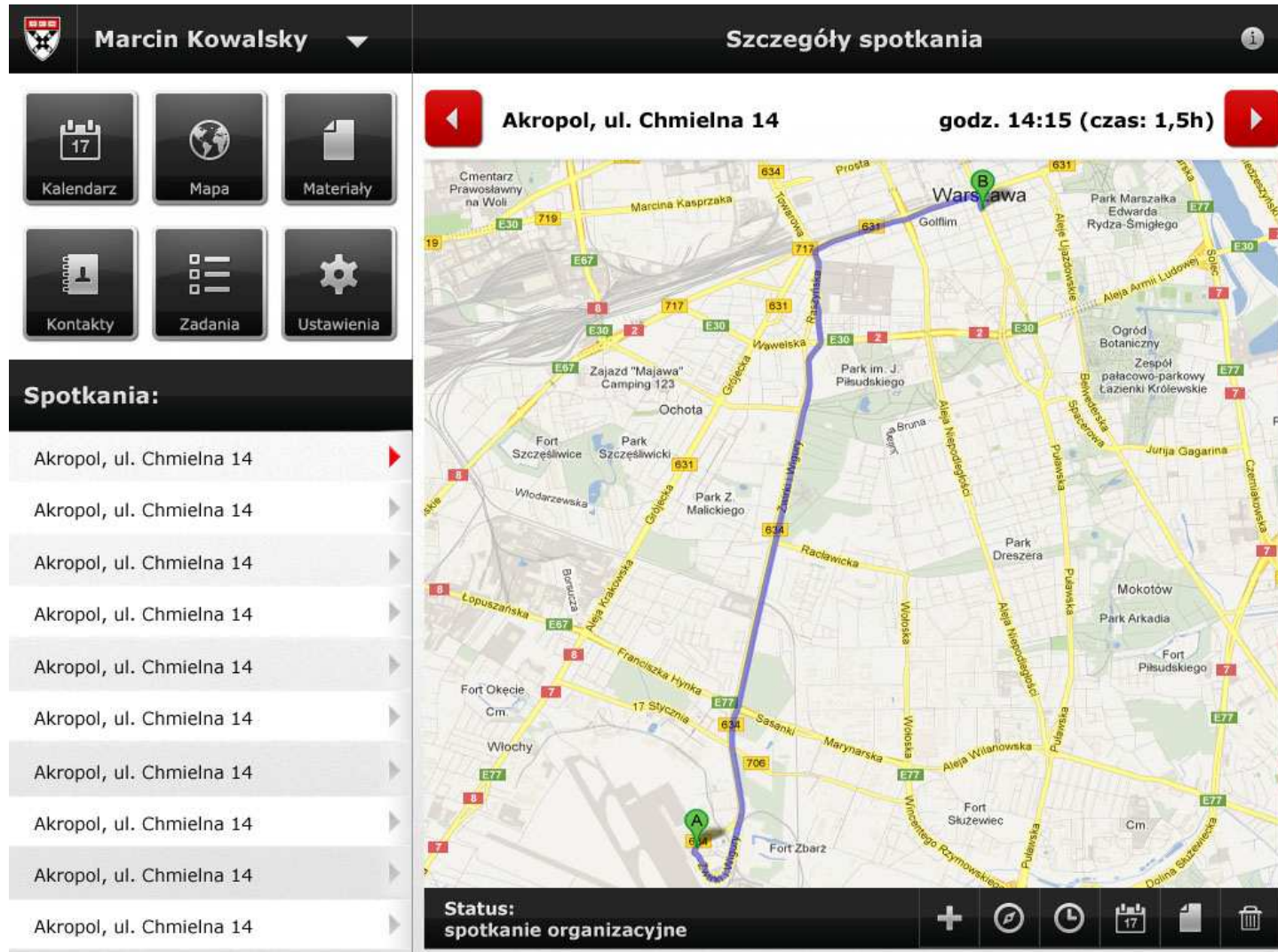
Szukaj:

Kontakty - lista firm ⓘ

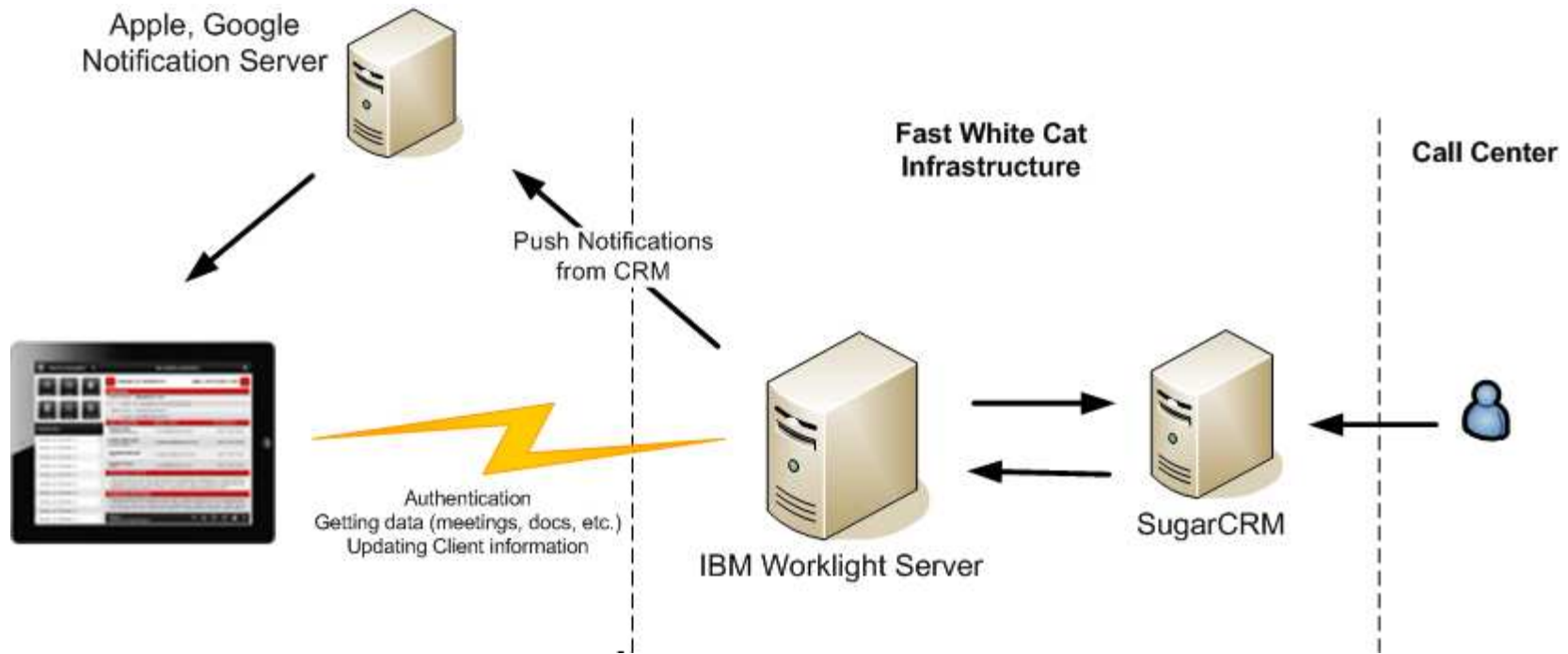
Chmielna 14, 54-123 Warszawa
Mittiga 12/2, 52-233 Oława
z o.o., ul. Gdańska 33, Tczew
ul. Lipowa 15 /17, Łódź
pólna 1, Warszawa-Wesoła
j., ul. Długa 52, Luboń
Melnarowicz , ul. św. Antoniego 55, Poznań
ul. Warszawska 44 /50, Pabianice
atowicka 56 /3, Wrocław
Varmińska 6, Legionowo
rzybowa 11, Kretomino
apackiego 2, Szczecin
ewóz 2, Kraków
1 Partners Sp. z o.o. , ul. Zacisze 8, Kwidzyn
s, ul. Fabryczna 13, Kraków
wogrodzka 64 a, Łomża
rywna 4 a, Poznań
l. Niepodległości 56, Żórawina
rowskiego 20, Tamów
Dabex-Krakow , ul. Roi 28 /11, Legionowo

Szukaj:

- Planning route from one to another meeting



Solution Architecture



- New sales channel
- Modern solution
- Flexible sales reps in the whole country
- Unique solution based on IBM Worklight
- Fast developed
- Fast delivered to the Client

WIIFY?

What's in it for You?

- Sales increase, effectiveness increase, communication increase
- IBM Premiere Business Partner that provides end-to-end solutions
- Success fee business model

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Phone: +48 516 688 686