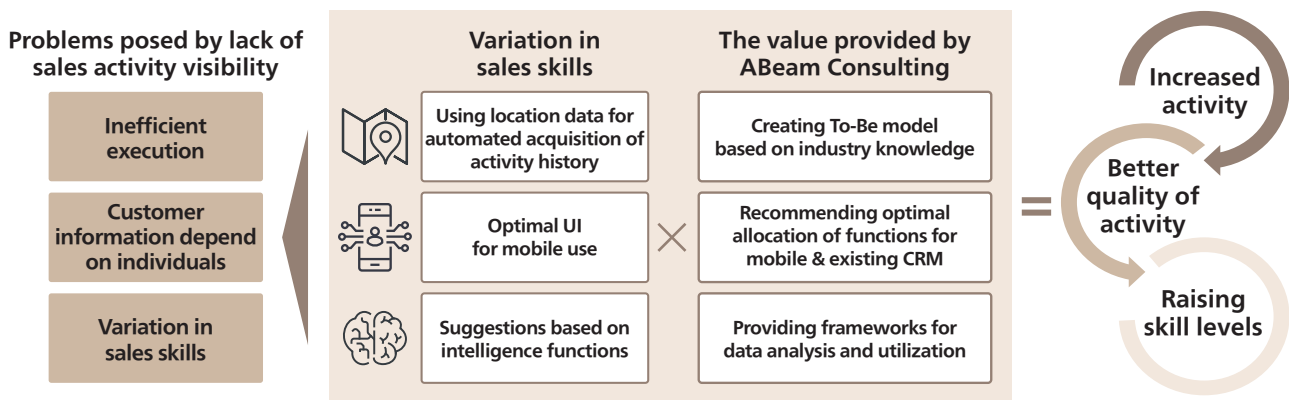


# Intelligent Field Sales for Efficiency and Productivity with Vymo

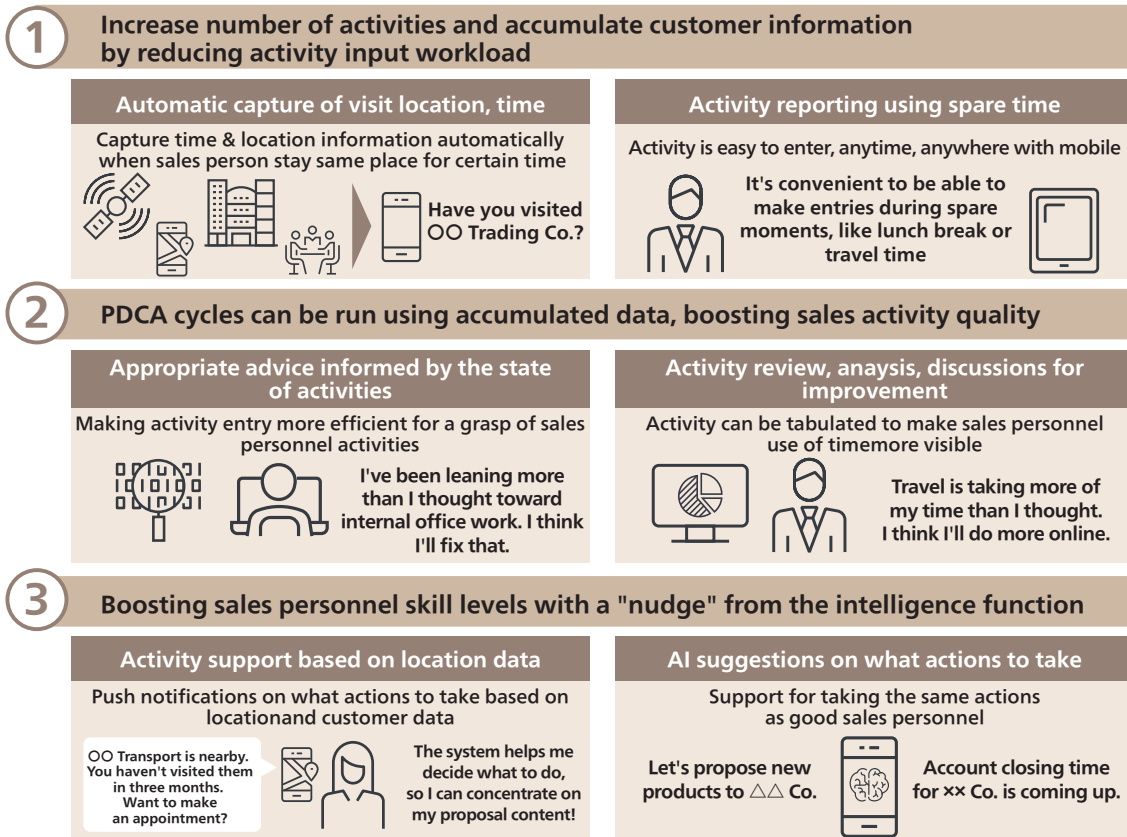
Vymo: the mobile sales support application with intelligent functionality

Amid work-style innovation and declines in the working population in developed countries, more companies are working to utilize digital technology in their efforts to increase productivity. At these companies, the work tasks of salespeople on the front lines of client business involve many processes that still follow conventional personnel-based methods. Concentrating resources on operations with high added value demands greater efficiency and refinement. However, effective measures can not be taken if there is lack of objective grasp of sales activities because of unclearness of activity content, or high input load of activity information. ABeam Consulting brings visibility to sales activities by linking CRM to the Vymo solution offered by a start-up company from India, thereby helping to boost productivity and support new value innovation.



## Effectiveness and To-Be sales models with Vymo

Vymo enable to increase activity efficiency, service quality and skill level of sales persons.



## Optimal allocation of functions to support the sales model

Since Vymo includes a customer management function in addition to activity management, it provides an all-in-one package solution with complete mobile accessibility. However, there is a risk that could reduce operational efficiency by using mobile for functions such as management of opportunity phase, sales activity, and analysis. That's why ABeam Consulting propose solution which enable to increase productivity and efficiency of sales activity by linking activity information from Vymo to CRM, through use of project management, dashboard functions and BI tools.



### Characteristic 1

#### Achieving the To-Be sales model through optimal function allocation integrating Vymo with CRM

Incorporating CRM to cover domains that can't be handled with Vymo alone  
Understanding the characteristics of each solution to recommend optimal function allocation needed to achieve the To-Be sales model

### Characteristic 2

#### Using templates for quick system implementation

ABeam Consulting offer template for system linkage between Vymo and CRM, and activity analysis method  
Using the template makes it possible to build processes on short order, and produce results promptly

## Implementation Approach (example)

With Vymo implementation, the following approach is taken. This approach has achievement for a major Japanese insurance company as the first time to implement Vymo in Japan. Using these results as a basis makes quick implementation possible.

	Month N	Month N+1	Month N+2	Month N+3	Month N+4	Month N+5	Month N+6 & later
Phase	Ph. 1 Conducting PoC		Ph. 2 Preparation for implement			Ph. 3 Pilot implementation	Ph. 4 Full operation
Milestone	★ Determine Vymo implementation						★ Full operation
Number of contract user	10			100		200	
Step	PoC Preparation	Conducting PoC	PoC Results Evaluation	Requirements definition	Development & testing	Pilot Implementation	Full operation Preparation
							Full operation Follow-up

### Risk reduction through conducting PoC

Based on PoC results, the early decision can be made on Vymo implementation. This reduces cost risk.

### Risk reduction through pilot implementation

Running a pilot implementation before full operation reduces the risk of a fatal error occurring after full operation starts

### Support to formulate To-Be sales model

Rather than simply implementing Vymo, we help define what sales should look like, leading to new value innovation

### Comprehensive support from implementation to stable operation

We propose measures to take root the operation including post-implementation utilization