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eBook: How businesses can use enterprise apps to enable their sales team



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Introduction

Today's business environment is changing. Technology is transforming the way we do business, and mobile communication is at the forefront of this change.

This transformation is immediately apparent in our own personal lives. We now use our mobile devices as the primary means of accessing our banking information, shopping for goods and services, and as a means of organising our lives.

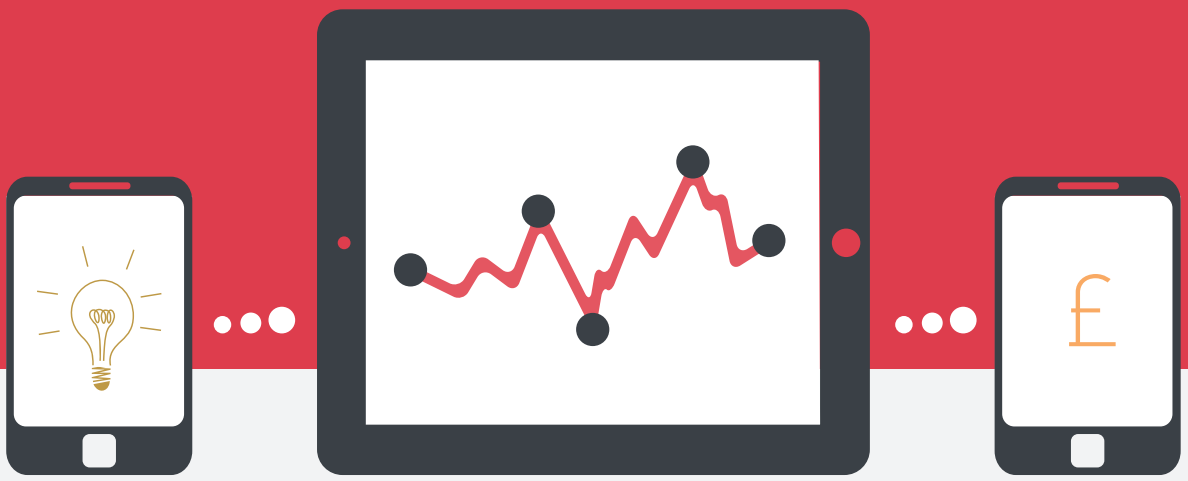
From a business perspective, mobile technology presents a huge opportunity to fundamentally improve key business functions. Sales in particular is a key area for any business, and research has shown that the majority of a sales representative's time is spent on emails, meetings, calls and administrative duties – with as little as 30% of their time actually spent selling.

Enterprise applications can help redress the balance by streamlining administrative tasks, alleviating the administrative burden on sales teams, and increasing the amount of the time spent on selling.

This eBook looks at how enterprise apps can be harnessed to streamline and enhance the sales process.

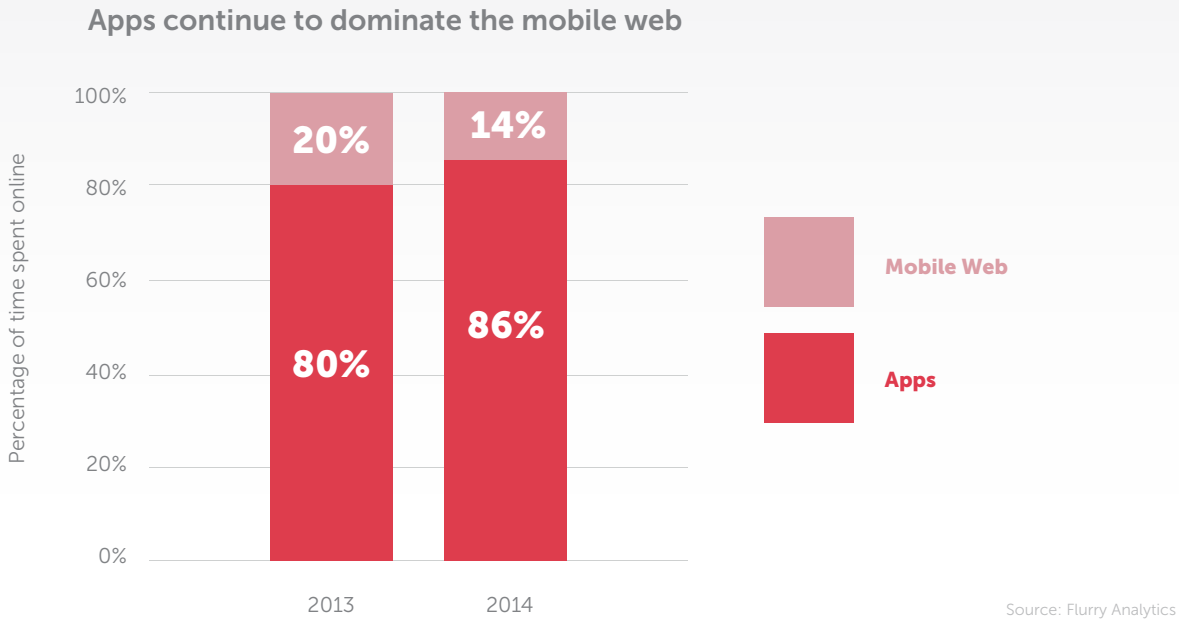
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TRENDS



More people are using personal and business apps, and as mobile technology advances and more things become possible, the growth continues. In this section we look at the emerging trends in mobile enterprise apps.

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Source: Flurry Analytics

Emerging trends in enterprise apps

- A study commissioned by Salesforce shows that 60% of UK employees now use apps on mobile devices for work-related activity, and 21% use dedicated department-specific business apps.

  Tweet this stat.

- We live in a multi-device world: 90% of people use two or more screens to browse the Internet and, according to app analytics firm Flurry, 80% of mobile device time is spent in apps, compared to 20% in a browser.

  Tweet this stat.

- The use of enterprise applications is expected to grow by 30% each year, which means that by the end of 2017 there will be 4.4 billion users of mobile applications.

  Tweet this stat.

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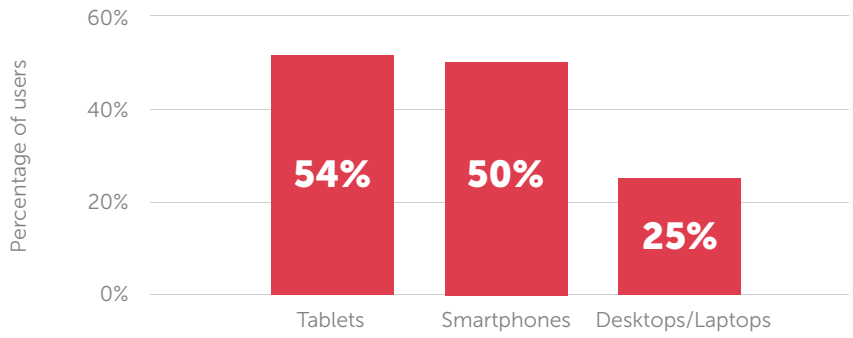


Bring Your Own Device (BYOD)

As personal mobile technology evolves, sales professionals are demanding a similar degree of technological advances in business information. Furthermore, there's a massive shift towards employees bringing their own devices - smartphones, laptops and tablets - into a work environment to access company systems and carry out work-related tasks.

According to Forrester, this trend is occurring at an unprecedented level, with 60% of companies now implementing a BYOD policy. This shifting dynamic means that businesses now need to consider how they deploy enterprise apps in order to drive growth and increase efficiency.

BYOD in 2014: The personal devices employees are using in the workplace.



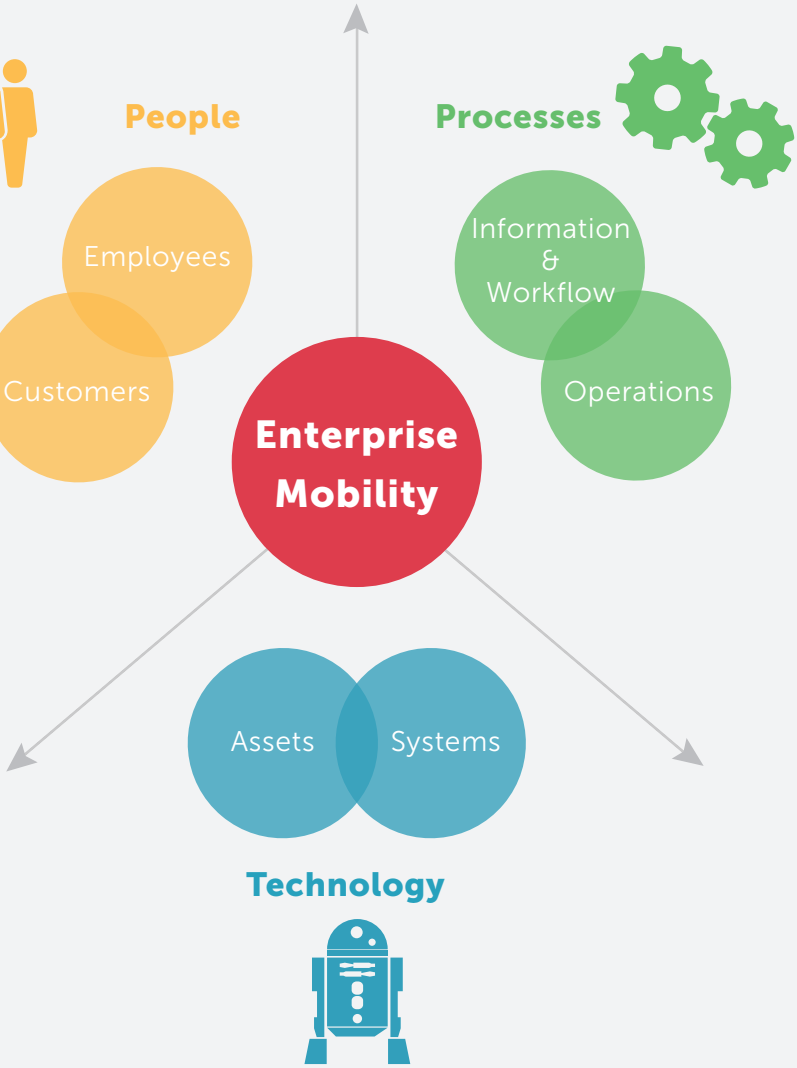
Source:
Citrix Mobility Report: BYOD 2014

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The enterprise mobility ecosystem

With the rise of enterprise mobility, opportunities exist for organisations to create mobile solutions that will improve their business operations, make more informed and faster decisions, increase employee productivity and improve customer satisfaction.

Enterprise mobility is at the centre of the modern business - serving people and processes and integrating with existing systems and technology.



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BUSINESS BENEFITS



Enterprise apps can deliver a range of benefits including improved productivity and communication, brand consistency, greater levels of system integration and a unified sales process.

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Sales enablement

Enterprise apps can revolutionise a company's entire sales and marketing engine, from generating the initial leads, to closing the ultimate sale - without any constraints on location or having to update several versions of a proposal. An app gives sales (and marketing) the tools, information and insights they need to have a much clearer view of their sales opportunities, improve lead-to-conversion rates and maximise revenue performance.

Sales teams can use mobile apps to customise collateral and proposals for specific clients, products or requirements. They can also easily update information in real time in front of the client - making the sales rep appear more attuned to the needs of the customer.

Enterprise apps also provide a more personalised sales experience by offering the customer a series of questions to complete with the sales rep. The app will then analyse the data and generate a tailored proposal for the client during the sales meeting.

The need for highly functional sales solutions

Today's modern sales teams need solutions that enable them to showcase their products to buyers with greater efficiency, innovation and flexibility. They require tools that will help them interact and connect with their customers, and make the sales administration process more efficient. Tasks such as updating sales material, producing proposals and processing orders are made much easier - automated even - through an enterprise app.

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Internal communications

Many sales teams are often a disparate workforce, geographically spread across territories and, as a consequence, many sales teams feel isolated from what's happening at their company's headquarters. An internal communications app that pushes sales updates, relevant company news and project updates directly to their mobile device significantly improves communication and employee engagement.

Sales teams who spend the majority of time out in the field need tools that help improve workflow. For instance, apps automate approvals between finance, operations and management – a common bottleneck encountered by many sales people.

Enterprise apps will enable you to:

- Drive sales efficiencies by enabling various teams to access internal systems, and help employees create and share content in real time.
- Give employees the ability to carry out tasks anywhere at anytime.
- Send instant messages, push notifications and alerts in real time.
- Enable real time two-way communications.
- Share up-to-date information with staff across the entire business.

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Brand compliance

With sales people spread across territories, it can be difficult to ensure that all the team are using the most up-to-date sales collateral. A sales app will contain brand compliant template presentations and proposals that will ensure brand guidelines are always adhered to.

Empower your customers

Sales apps can streamline the order process by reducing the administration involved in confirming and processing an order. This can be taken to the next level by allowing your customers to access the app - specifically those who want to repeat an order. This helps to automate the sales process further and increase loyalty, by allowing the customer to order products at their convenience. From a productivity point of view, sales people have more time to focus on the customers and new prospects who need their attention.

Increase productivity

When sales teams have the right tools to do their jobs, they are more productive and this can translate to increased revenue for the company. Enterprise apps enable sales reps to complete admin tasks with more efficiency, such as order taking, preparing pitches and proposals and even submitting their expenses. They can also tap into information remotely (whether on or offline) to store and access important documents, ensuring that files are always accessible.

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Reduced IT complexity

Integrating enterprise apps with existing company architecture and systems provides organisations with robust, scalable and responsive processes from which to access, update and use data. There are many benefits to integrating an enterprise app with backend systems including:

- **Information sharing:** Enables the flow of information between various software programs, which means employees spend less time searching for information, and ensures data is more complete and up to date.
- **Process automation:** Empowers a customer to self-serve and automate the entire sales process via the app.
- **Data synchronisation:** Enterprise apps are able to synchronise crucial sales data – such as leads, accounts, opportunities and forecasts - eliminating the need to update several systems or spreadsheets.
- **Increased agility:** Allows an organisation to recognise and respond to opportunities more quickly, and speed up the decision making process.

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CONSIDERATIONS



There are huge opportunities for companies who embrace enterprise apps, but there's a lot of planning and development required before a company reaps the rewards.

This section outlines key considerations and decisions that need to be made to create a successful enterprise app.

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Hardware and operating systems

Business apps can be developed to work across different operating systems: iOS, Android and Windows are the most common. With the advent of BYOD, some companies require their apps to work across all mobile and tablet devices.

An alternative approach is to specify from the outset that an app, for instance, will be built for a specific device such as iPad and it will therefore be built to run on iOS - Apple's operating system. This approach is common for companies who issue their employees with company-owned tablets.

User testing

User interface and usability are critical to successful app development, and this means you have to thoroughly test app navigation, features, cross-browser compatibility, integration with legacy systems and uploading of information. If the app is designed to work on smartphones and tablets, testing should be carried out on both.

The app needs to be tested against the original set of requirements to ensure that key outputs work as expected. In addition, the look and feel of the app needs to be consistent with a company's branding guidelines.

User testing should be done at every phase of development, so that user interaction performance can be monitored and issues can be addressed at an early stage.

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Deployment

There are essentially two main paths to take when planning the deployment and distribution of an enterprise app in order to make it widely available to your employees and / or clients.

1 Public app store

If you want your app to be made available to users outside your company, the recommended path for distribution is to make it available on Apple iTunes, Google Play and Windows Store. To make the listing live, you will have to supply screenshots and outline the key features of the app. Once the approval is granted, the app will be publicly available so make sure that none of the content is business sensitive.

2 Private enterprise app store

An enterprise app store is a web portal through which end users can access, download and install corporate-approved software applications. This enables companies to control the distribution of the app by privately distributing the app to individuals via a link on a self-hosted web page.

For those organisations who have teams with defined roles that will be using the app for different purposes, it is possible to create your own 'pseudo' private enterprise app store so that team members can download the app that is specific to their job role.

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Security

Security threats to enterprise apps are becoming a real challenge for organisations, particularly in light of the increasing trend towards BYOD. Given the commercial sensitivity of information often contained within a business app and its integration with existing infrastructure, security and privacy need to be a key priority.

To counter these threats and keep the data in the app secure, it is essential that processes are in place to approve access, reset passwords, and delete accounts when users leave the business.

Remember that security shouldn't just be limited to the app alone, it is important to take a holistic view of all systems, devices and server integration in order to keep your valuable data protected at all stages of the value chain.

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System integration

Back-end integration with existing applications, databases and web services determines not only the functionality of the app, but also how it is maintained and how scalable it needs to be in the future.

Key considerations include:

- How will the authentication to the enterprise system work with the selected server-side platform?
- How do you want it to integrate with a CRM program? Do you want the app to have the full functionality of your CRM?
- Do you want the app to integrate with your organisation's ERP system? Or indeed whether the app's sole function is to be used as an ERP solution - automating and supporting business processes.
- Whether you need it to integrate with enterprise/third party platforms such as accounting systems?
- How will it access corporate data or other resources behind a firewall?
- How will the platform ensure that corporate data is safe and secure?

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Content and data management

If content management is not considered from the outset, mobile solutions are likely to be short lived, and may fail to meet business objectives and employee requirements. There are two main considerations as far as content management is concerned:

1. How do you want the data to synchronise, or export into your existing IT infrastructure?
2. How the data and content will be updated? Whether controlled in-house or via a third party app developer, you need to be clear from the outset what content is likely to change, how often, and who will be updating it. To this end, it is important to review what support you will require from your app developer on updating content, and ensure this is included as part of your SLA.

Beyond the app launch

Apps are not static. They should evolve with a business, so having a long-term vision of how the app will develop is essential to ensure it remains relevant and up to date for the user. Once the app is distributed, it's in the control of the user, and the business is then reliant on staff to update their devices with the latest version. For some businesses this may not necessarily be an issue if the app content remains static, or updates are scheduled - but the majority of companies need the flexibility to update content and data as their requirements evolve.

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Choosing an enterprise app developer

Once the business case for developing an enterprise app is clear, the challenge for many businesses is finding a company that works in the B2B arena and is able to clearly define, plan and develop the proposed app.

A company that consistently develops good quality enterprise apps is able to:

- Understand a company's business objectives, and how the app fits into this process
- Plan the process flow and use their expertise to offer best practice solutions
- Incorporate great design with a good user experience
- Find the most intuitive way to display data and content for optimum usability
- Bring all these capabilities together under one roof to deliver on time and on budget

It is also worth considering where the company is located to help avoid language barriers or implementation issues.

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CONCLUSION



Enterprise mobility is changing the business world, and will continue to dominate the enterprise's sales agenda over the coming years.

As more smartphones and tablets flood into the workplace, more businesses will want to consider ways to take advantage of mobile technology to enhance and streamline their operations and sales processes in order to gain a competitive advantage.

An app that is able to solve real business problems, help employees be more productive and improve the efficiency of the sales cycle will open new doors for sales teams, improve customer satisfaction and ultimately increase revenue.

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CASE STUDIES



Torpedo has created a number of enterprise apps on behalf of our clients, many of which, by their very nature, are confidential. However, we have also developed applications that are in the public domain, and we are able to share some of these with you in this eBook.

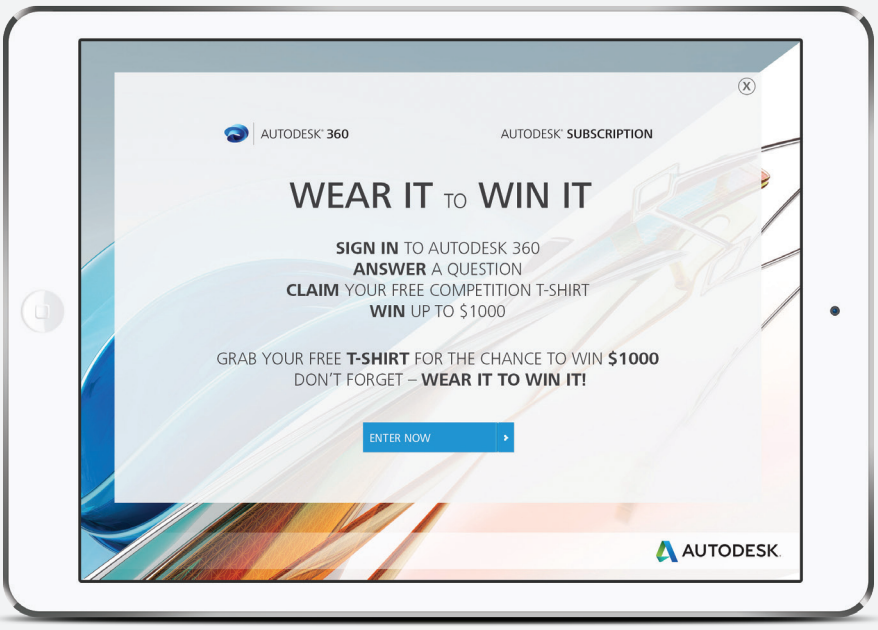
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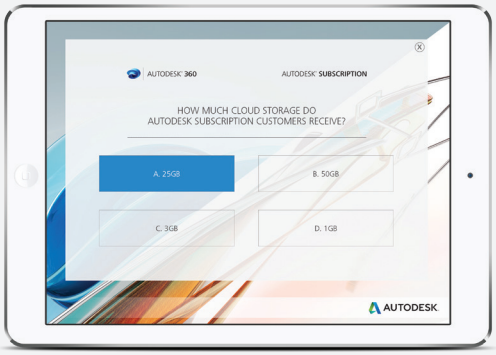
Case study

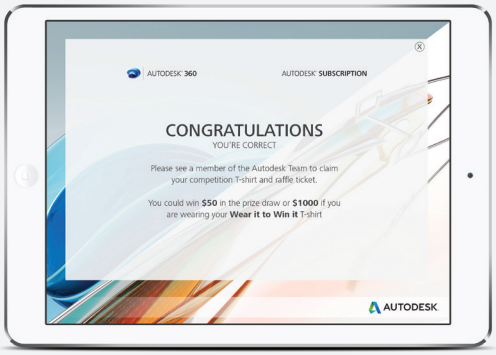
Autodesk Inc.

Autodesk wanted to capture lead information from participants at Autodesk University - the world's largest gathering for Autodesk software users - in a way that was engaging and fun for users.

Torpedo worked with Autodesk to create a quiz-based app focusing on Autodesk's 360 cloud services. At the end of the quiz was a basic data capture form which was directly linked to Autodesk's central lead database. The app was fun, educational and easy to use, and all participants received an Autodesk t-shirt in return for taking part in the quiz.







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Case study

Eurofigher Typhoon - BAE Systems

The Eurofighter Typhoon, the world's most advanced multi-role combat aircraft, needed an engaging online game to raise public awareness of the jet but also engage buyers and business professional at various airshows.

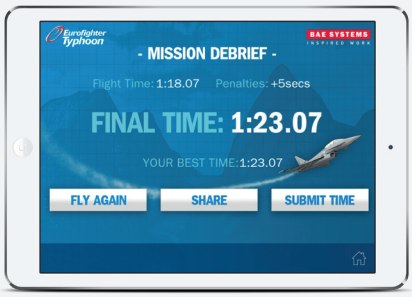
The Eurofigher Typhoon Time game was created and developed by Torpedo's in-house creative team and mobile app developers. The game challenges players to 'fly' the Eurofighter Typhoon over a simulated landscape in the shortest time possible. Players then simply submit their time to the global leaderboard to see if they have what it takes to be ranked first.

The game was launched at the Farnborough International Air Show and the Royal International Air Tattoo in July 2014, with outdoor advertising on Europe's largest LCD screen at Waterloo station.

The app was rated as one of the top iPad apps of the week by Gizmodo. It was also endorsed by Eurofighter Typhoon fighter pilots, and trainee pilot and TV presenter Carol Vorderman.







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About Torpedo

At Torpedo we create digitally driven, integrated marketing communications. We're the thinkers. The creators. The doers. We make things happen and we get results. We believe in creative excellence to deliver a unified brand experience that engages and inspires your customers.

Highly-visual creative design and digital expertise lie at the heart of Torpedo. We create brands, integrated campaigns, compelling content and cutting edge digital experiences. All underpinned by strategies that have been informed by customer insight, and driven by technology to help businesses challenge the way they market to their customers. Marketing that works.

Find out more

Visit our website to see more examples of our work: torpedogroup.com

To discuss developing a custom mobile application for your business, drop us a line on +44 1865 733710 or email theteam@torpedogroup.com

Sources: Apperian, Experian, Aberdeen Group, Flurry Analytics, Forrester, Single Mind Consulting, Venture Beat, Salesforce.

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