

The module is part of the Dialog Manager suite, which is a unique multi-channel solution enabling you to attract, retain and grow customer relationships across traditional sale-, service- and marketing boundaries.

DM PocketPC, DIALOG MANAGER

POCKETPC - MUCH CLOSER TO REALITY



DESCRIPTION

With DM PocketPC as touchpoint the application is seriously approaching both the contact and the business - reality - both in terms of time and location. The reach of Dialog Manager's functionality via PocketPC is with just one step significantly increased.

DM PocketPC allows CRM to now include face-to-face dialog with the contact. The very program runs exactly where the business is. This allows the user to register directly observed information on the contact via, for instance, use of multi-media.

Furthermore, you can flip the concept upside down and make the contact - or object - the user of the device. With this, for instance, a patient can monitor himself/herself or an engine can automatically report back to the repair shop with information on oil and fuel levels.

Contact In The Hand

Similar to the use of laptops, the registered Dialog Manager user can use the application offline on the PocketPC. The user will typically subscribe to only the contacts and extended data that are relevant to the user.

Without drawing any attention whatsoever the sales person or consultant can hold the contact's main data and business data next to the calendar and phone - on the PocketPC in his hand. Whenever necessary the user can synchronize data with the central database either via PC cradle, WIFI network or directly via the Internet (e.g. GPRS).

In The Hands Of The Contact - Or Connected To The Object

The other new option completely changes the possibilities of the PocketPC: "Single Contact Subscription". With this the contact - or the object - can subscribe to himself/herself. The contact or object is converted into a certain kind of user on the PocketPC. Suddenly the PDA - and with this the application - is not only close to the business but actually in the hands of the customer. In other words, reporting and monitoring are managed by the contact himself/herself or object itself.

The *Contact* can, for instance, be a patient who monitors himself/herself during illness or rehabilitation. A health professional then monitors and responds on the replicated data stored on the patient in backoffice, data typed by the patient.

The *Object* can, for instance, be a car from which data are automatically gathered during use. This means the car monitors itself. And from a fixed location the owner or engineer can see and react on the gathered and replicated data.

Monitoring With Multi-Media

With multi-media support in DM PocketPC it is possible to add extra dimensions to the monitoring. Sound, images and video sequences recorded by the device can be stored directly on the contact or object in the application via DM PocketPC. At the same time, multi-media can be used, for instance, to play instruction videos, product presentations, etc. on the device.

KEY BENEFITS

- ✓ The application comes very close to reality
- ✓ The business comes very close to the customer
- ✓ The turning point of the business comes into the application as it happens
- ✓ Support for making the ordinary user, the contact or the object the point of departure:
 - ◆ User/UPV (User Point of View)
 - ◆ Contact/CPV (Contact Point of View)
 - ◆ Object/OPV (Object Point of View)
- ✓ PDA gives a different and more direct kind of touch point
- ✓ The object "carries out" actions which are monitored and replicated to a central database
- ✓ "Machine to machine" support (e.g. monitoring of temperature in refrigerator van or engine fuel consumption) with relations to User / Contact / Object
- ✓ Activity management from backoffice with response/nonresponse registration also for objects
- ✓ Full CRM backoffice
- ✓ Customisation of interfaces via Design Manager to PocketPC ensures efficient and targeted interfaces
- ✓ "Simple Button Interface" allows for such a reduced user interface that use requires no training and the application can be operated with only one finger
- ✓ Multi-media support allows the user to register, e.g. video, images and sound related to the specific business
- ✓ Multi-media can be used, for instance, to play instruction videos or product presentations
- ✓ Wireless data exchange maximises freedom to let the application follow the contact or the object

See FUNCTIONALITY on back page



- ✓ Extended Enterprise Edition **DM PocketPC**, DIALOG MANAGER
- ✓ Enterprise Edition
- ✓ Professional Edition
- ✓ Small Business Edition

FUNCTIONALITY

The following functionality is included in DM PocketPC:

- ◆ 3 different operation modes: User (UPV) and Contact (CPV) / Object (OPV)
- ◆ Support for "kiosk" mode for the entire application (SBI - Simple Button Interface)
- ◆ 2-way data synchronization on following enterprise databases: Oracle, MS SQL, Sybase and IBM DB2 UDB
- ◆ Custom programming interface (PDMAPI) (Sybase Pocket Builder / PowerScript)
- ◆ Function oriented screen layout
- ◆ Individual structure and screen layout for user groups
- ◆ Design Manager allows for customization of all screens
- ◆ The device runs offline according with "occasionally connected" concept
- ◆ Wireless data synchronization via WIFI/WLAN through the Internet, for instance GPRS
- ◆ "Custom applications" can be centrally designed with subsequent automatic change rollout/distribution
- ◆ Automatic upgrade
- ◆ Support for multi-media, e.g. video, sound and images
- ◆ Via PDA, camera images can be stored in the application
- ◆ Via PDA, video camera sequences can be stored in the application
- ◆ Differentiated subscription mechanism ensures that only relevant data is located on the device
- ◆ Support for "enterprise rollout" and "device management" (e.g. XcelleNet's AFARIA)
- ◆ Support for automatic (de-)installation via SD card in which case the application is 100% device independent
- ◆ Data exchange in the background for optimized use time (parallel / multitask replication)
- ◆ Central activity based SMS instruction support to device (server push), for instance real-time distribution of important updated information
- ◆ Support for barcode reading, for instance with subsequent database contact lookup

CHECKLIST

- ✓ Windows Mobile 2005
- ✓ Windows PocketPC
- ✓ Design Manager
- ✓ User/UPV (User Point of View)
- ✓ Contact/CPV (Contact Point of View)
- ✓ Object/OPV (Object Point of View)
- ✓ Single Contact Subscription
- ✓ "Kiosk" mode
- ✓ Multi-media support
- ✓ AFARIA
- ✓ WIFI
- ✓ WLAN
- ✓ GPRS
- ✓ "Occasionally connected"
- ✓ SBI (Simple Button Interface)
- ✓ Memorychip enabled
- ✓ SMS instruction
- ✓ Server Push
- ✓ Barcode reading
- ✓ Contact subscription
- ✓ Embedded database
- ✓ Multitask replication
- ✓ Oracle
- ✓ MS SQL
- ✓ Sybase
- ✓ IBM DB2 UDB