

easyPush at a Glance

easyPush is an iPad based, software-as-a-Service Solution, which provides businesses the opportunity to push latest presentations, sales- and marketing material to their sales force. The solution targets the direct sales force as well as all other stakeholders which rely on up-to-date information on the go. easyPush is an independent iPad application constantly receiving a feed via content management system (CMS). The CMS in turn can be fed by data from your existing environment, for example by ERP, CRM or salesforce. This ensures that your sales force stays updated on your latest products and services, which in turn can be presented using the clean and simple easyPush interface.



Out-of-the-Box Functionalities

easyPush is a SaaS product which gets updated on a regular basis and has a clear roadmap in place – the core modules fulfill most of the business needs and have instant availability. In case of the core functionality are not enough, easyPush can be 100% tailored to the businesses needs. No matter what kind of customization is needed, easyPush offers enough flexibility to adopt to various legacy systems like SAP, SharePoint or Oracle.

Core modules of easyPush are:

- » Dynamic Content Management (CMS)
- » User and Content Segmentation
- » Basic Order Module
- » HTML-5 Interactive Content Module
- » Survey and e-Learning Module
- » User and Content Analytics Modul



Connection to Legacy Systems

In most cases companies have their legacy systems for customer-relationship-management, content management or warehousing already in place. Therefore easyPush offers proven solutions for the integration to these existing systems in order to achieve long-term sustainability and furthermore to avoid any IT redundancies.

These systems were already integrated:

- » Microsoft SharePoint
- » SAP
- » Oracle
- » JD Edwards



Instant Availability

No matter if, or if not the iPad has an internet connection at the time the user wants to show and present content, all easyPush functionalities will work without any delay since all content and all interaction is fully available in Offline-mode as well. All the data (conten, videos, images, etc.) is stored locally on the iPad device, changes are sent via the easyPush middleware to the devices. The easyPush app recognize when data changes are available and runs the update automatically. easyPush synchronizes your data whenever you are online, and there is no need for redeploying the App after the update. When offline, you still have access to your documents – allowing you to make presentations and take orders.



Order Management

Paperless selling with the iPad. Conducting the complete process of order management via the easyPush iPad application in addition to the digital way presenting latest products or services, closes the loop of the entire sales process. By using easyPush it's possible to achieve the goal of paperless selling and thereby benefit from an dramatic increase in business efficiency of your sales force and simultaneously reduce cost of sales by reducing collaterals, brochures and other sales material. Using easyPush as ordering tool can be implemented in different ways and depends on the businesses needs. It varies from an simple order system to a highly sophisticated order tool with ERP integration and SAP functionalities onboard.

Different Level of Order Management via easyPush:

- » Basic: Transferring oder files via FTP/XML
- » Enhanced: Material & Pricing Information from ERP System
- » Fully integrated into existing ERP Systems like SAP



User-based Content Segmentation

Every device can be managed individually or by group within the easyPush backend system. By using group roles and permissions, only the right content gets pushed to the users device. This functionality allows the system administrator to specify which navigation elements are visible within the easyPush application and what kind of documents are available. Changes which are done via the easyPush backend system are instantly visible on the iPad.

Use Case:

- » Segmenting by Sales Region
 - » Segmenting by Sales Channel
 - » Individual Data per Touchpoint
 - » POS and Direct Sales
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Product Presentation

Presenting products and services on the iPad brings you closer to your customer. easyPush allows presenting your products and services in an attractive manner on the iPad, with video presentations and images. Various document types are supported to ensure that the entire sales pitch can be covered on the iPad. The content management of all materials is done centrally by the easyPush backend system for content administrators or internal sales support and works by “drop and drag”. In addition to that a seamless integration to existing data sources (e.g. Microsoft SharePoint) can be realized and needs minor customization.

Available formats within easyPush:

- » PDF Files
 - » Image Slideshows
 - » Movies
 - » Interactive HTML-5 Assets
 - » Office Documents (e.g. Excel and Word)
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