

Mobile Catalog Application

iPad presentation tool used by sales and marketing professionals to showcase products to customers.

How does it work?

1. Marketing team loads product catalog and related marketing collateral via a web-based Content Management System.
2. Content is pushed to the app, and accessible to authorized users.
3. On their mobile device, sales reps browse through the catalog and quickly identify products customers are interested in.
4. They can review documentation (presentations, brochures, videos, ...), email relevant info to clients, and provide quotes on the spot.
5. Ideal for trade shows to provide rapid answers to prospects.



Key benefits

Marketing message consistency

With a great design customized for your brand, and always up-to-date content, this app ensures your message is delivered accurately and consistently across the world. Never worry about out-of-date collateral anymore.

Sales team productivity

App is fully operational even with no network access, enabling sales reps to answer customer questions on moments notice in any setting.

Simple implementation

Supporting most common types of documents, app doesn't require any change in internal Marketing Communication processes.

Powerful analytics

Provides instant and granular feedback on the products most asked about and the most effective marketing collateral, becoming a valuable tool for marketing planning.

Security and scalability

Only authorized users have access to the app.



Rapidly find products

Browse through entire product catalog

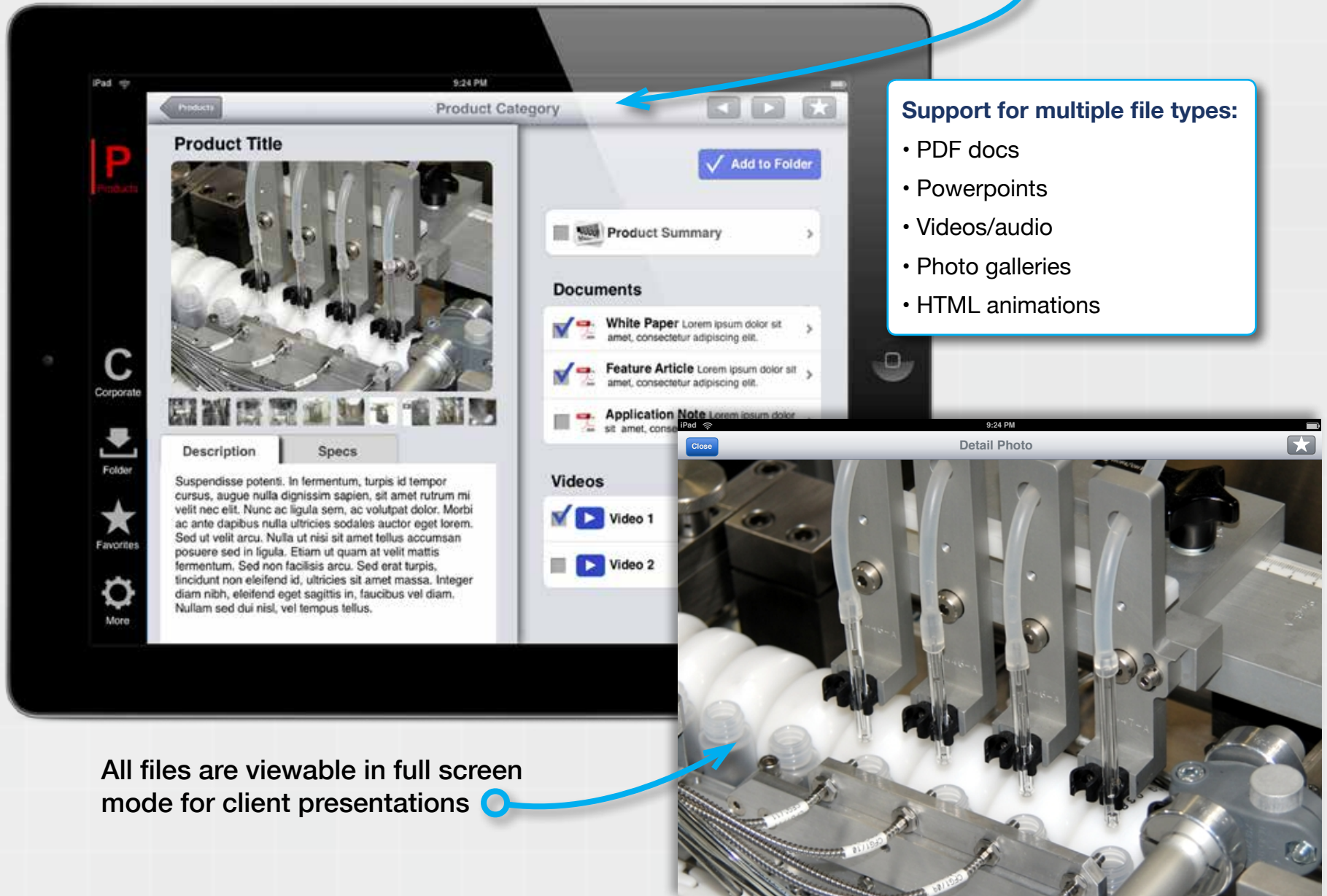
Rich product search capabilities

- By category/sub- category
- By catalog number or keyword
- By custom criteria search



Review technical and marketing data

Dedicated page for each product organizes all marketing collateral



The image displays a tablet interface for reviewing product data. The main screen shows a product page with a title, a large image of a machine, and a list of documents and videos. A callout box highlights the supported file types. A second screenshot shows a full-screen view of a photo from the product page.

Support for multiple file types:

- PDF docs
- Powerpoints
- Videos/audio
- Photo galleries
- HTML animations

All files are viewable in full screen mode for client presentations

Email relevant info to customer

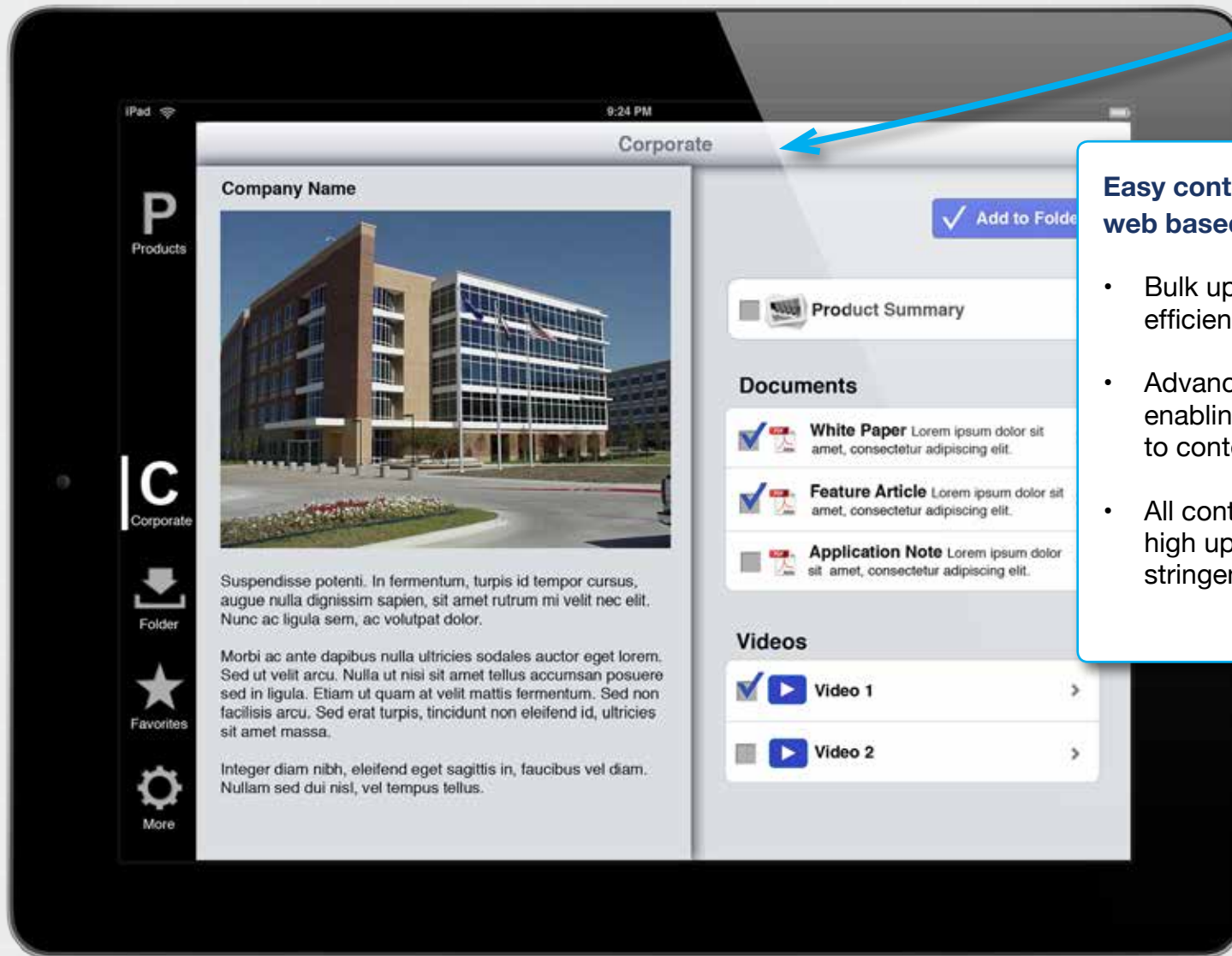
Marketing files can be collated and emailed to customers



App integrates with CRM systems, such as salesforce.com.

Other features

Corporate section includes all general information about the company



Easy content update via intuitive web based CMS

- Bulk upload capabilities for efficiency updates.
- Advanced user management enabling controlled access to contents.
- All content hosted on secure, high uptime servers with stringent service levels.



BLUE RAIN MEDIA

Blue Rain Media is a one-stop, full service mobile marketing agency based in Boston's Fort Point Channel district. We build apps on all platforms, including Apple (iOS), Android, RIM (Blackberry OS), Windows, as well as HTML5 web apps.

Our clients are in Biotech and Life Sciences, in Education and in Media. We help them simplify the complexity and fragmentation of the mobile ecosystem, and grow their business with mobile tools in sales and marketing, commerce and distribution.

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