



© snuesch/PIXELIO

## MOBILE SALES REPORTING

### DEALERSHIP PERFORMANCE AT YOUR FINGERTIPS

Imagine you can get an overview of your sales teams' performance at just one click: Within seconds you could receive all sales figures on your mobile device, compare the performance of individual dealers, areas or regions, and find out which model is preferred where as well as how sales trends develop.

That is all still up in the air? Thanks to pg40 and itCampus it has come true. On behalf of pg40 itCampus developed a mobile application including all of the above features – and more.

This beared the challenge of turning complicated, fragmented and time-consuming processes into a quick and easy up-to-date reporting application presenting clear analyses wherever you are.



**Audi**

**Project:** develop an application for BlackBerry devices

**Purpose:** provide on-demand analyses on sales performance

**Key User:** Audi Field Team



#### Your Contact:

pg 40 Consulting Group LLC  
**Thomas Wuttke**  
Managing Director  
thomas.wuttke@pg40.com  
www.pg40.com

In co-operation with:  
itCampus GmbH  
www.itcampus.eu

## Development

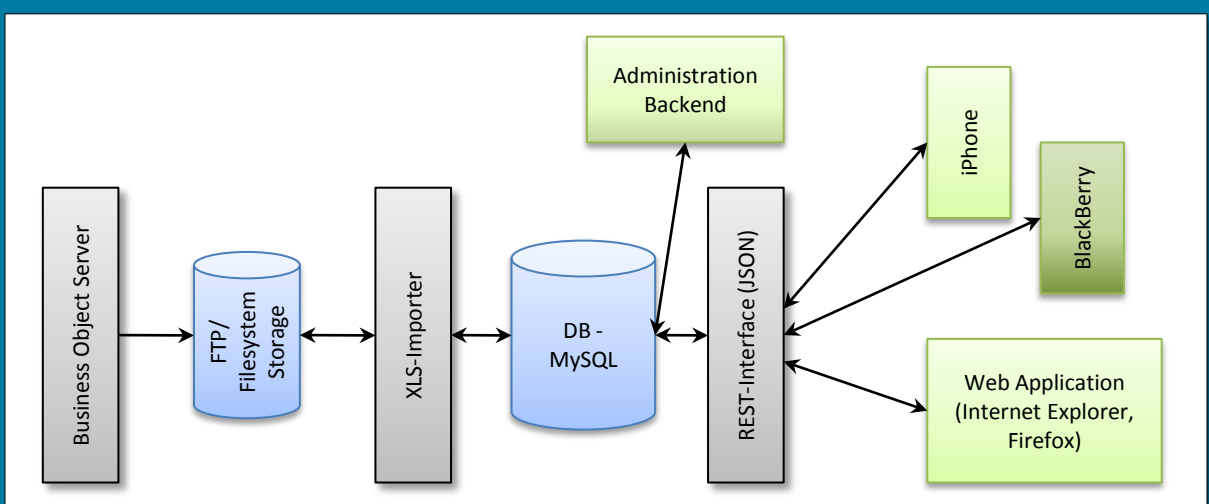
- flexible and scalable architecture
- XLS validation, imports to the sales reporting and the common REST interface
- optimized for BlackBerry; also allows speedy integration of other devices
- user interface design: user centric design, intuitive user guidance, logical interaction
- easy publishing, installation, updates on devices via BlackBerry Enterprise Server & Desktop Manager
- workflow testing

## Key Features

- on-demand reporting per dealer/sales region/area
- up-to-date overview on sales figures and opportunities per area/model
- sales trends (MTD/six months-to-date/YTD)
- top performer analyses
- visualization of data in tables, charts and graphics
- no redundant data storage due to one data base
- open architecture allows the addition of further services in the future

## Outlook

- addition of further services and functionalities, e.g. additional reports like market share or financials, generate and send (graphical) email reports
- independent communication interface allows the connection of several mobile devices and frontends, e.g. web application, iPhone App
- flexible architecture allows enhancement and extension of the existing solution



### Architecture Concept:

scalable due to client server architecture and common interface design · robust and resilient even under high access loads · future-proof thanks to state-of-the-art technologies