

BUSINESS ANYWHERE



Today our mobile sales executives enjoy an IT environment built for the way they want to work.



With shorter sales cycles and higher conversion a business imperative, our strategy was to enable a modern, digital way of working to empower our highly mobile large account sales executives.

We needed a technology provider capable of planning, delivering and supporting a seamlessly mobile, global sales team.

From a user perspective, the task was to deliver mobile sales executives with the intelligence to make rapid, accurate decisions, and the tools and applications needed to close business while face to face with the customer.

However, to achieve this new way of working, we first had to modernise our infrastructure and transform it into one that could support and enable a mobile-first approach, whilst having minimal impact on an already overcommitted in-house IT team.

Computacenter started by carrying out a detailed network, application and workstyle assessment. From the datacentre, to the network, to devices, to the user experience, they have empowered our global sales team to work in a more efficient and effective way whilst travelling the world.

Working with Computacenter, we have developed flexible digital infrastructure to support a fully

integrated mobile strategy. New, ultra-flexible Surface Pro 4 tablets run on Microsoft Windows 10, enhanced with bespoke technical solutions for home office and remote access. All this is supported and protected by Microsoft Intune device management and enabled by Computacenter, from end-to-end, as a fully managed service.

Today our mobile sales executives enjoy an IT environment built for the way they want to work. Everything they need, from customer data to line of business applications, forms and tools, is instantly available, online or off, from home, from the client's office, or on the move. Tailoring presentations to individual meetings is now a simple process, whilst access to information, online calculators and the ability to complete and submit forms in real-time during client meetings have greatly enhanced the customer experience.

Following a six-month pilot, we now have a state-of-the-art IT environment which has zero impact on the workload of our in-house team. We are already planning to enhance our digital capabilities further, to include a company app store, desktop virtualisation and Skype for Business.

Having embraced this more flexible digital workstyle, our sales executives now spend less time in the office. With everything they need, wherever they are, client engagements are better prepared and more productive. And, because we have been able to reduce the number of meetings per sale, our global account executives are seeing more new clients, converting more leads and closing more deals.

This is digital transformation with positive business outcomes. **This is Digital Me.**

DIGITAL
IT designed for people *me.*



ROAMING



FINANCE



INCREASED SALES



MOBILITY

