



# MOBILE HYBRID APP CASE STUDY

## HMB DELIVERS AN ON-DEMAND SALES CONTENT APPLICATION

HMB creates app to keep our customer's large sales team up-to-date on latest training & product information

### The Challenge:

Our customer's global sales team was becoming increasingly disconnected. It was difficult to keep the large team up-to-date on rapidly changing product information, sales collateral, and the latest training materials. Not only was file management becoming a nightmare, it was also damaging to overall sales performance.

Our customer desired a way to make the distribution and management of these materials easy and streamlined. An iOS iPad application seemed like a natural fit for their sales teams, but how could the client build and deliver it across the organization in a cost-effective way?

### The Client

Our customer is a multinational engineering.

### The Solution:

Our customer partnered with HMB to build an iOS iPad application for their global sales team. The app provided training tools, product and service information, and established a competitive edge in the marketplace. The app also integrated with Office 365 Active Directory, used push notifications for important global sales alerts, and enabled content sharing.

Additionally, several sales tools are available offline that provide guided instructions on the types of questions to ask as well as graphical representations on how their products can save their customers money through ROI calculators, etc. The platform itself is a multi-tenant application that can ramp up new mobile applications with just a few additional days of work for both iOS and Android devices using the Ionic Framework.

### The Results:

HMB successfully delivered the mobile application to our customer on time and on budget. The application provided a competitive edge in the marketplace by enabling faster response times with more personalized experiences for their buyers.

Now that the sales team is continually and consistently informed, trained and armed with the right sales content when they need it, our customer is in a position to see their revenue grow.