



Maximising sales by giving the team confidence to release the power of the story.



iPresent

Empowering conversations

the need

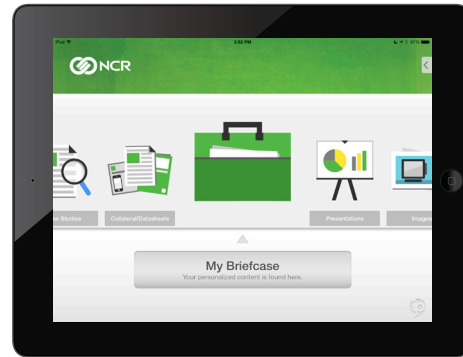
sector Consumer Transaction Technologies

product Restaurant Technology Solutions

With direct and indirect channels selling restaurant technology solutions, the Hospitality division of NCR needed a way to centralize marketing content and simplify its deployment to over 250 sales reps worldwide. NCR sought a sales enablement tool that provided mobile access to resources, which could be easily updated by sales reps and shared with customers. It had to be:

- Simple for sales reps to use on a mobile device
- Quick to update and push content from central marketing team to all end users
- Easy for sales reps to access current collateral quickly and efficiently
- Technically impressive with a great look and feel to reflect desired brand image

the impact



iPresent has become an integral part of our team's sales process, and is now the go-to place for content. The ability to easily locate material is key, and has ultimately saved our sales reps a lot of time, resulting in increased productivity.

Andy Sirmon
Marketing Manager, Hospitality
NCR Corporation



Time saved = more meetings = increased sales = outstanding ROI



Robust marketing control consistently delivers the right message and branding



Company story comes to life to deliver maximum impact

the solution

iPresent is a sales enablement platform improving performance through three core themes:

1. Beautiful Mobile Presentations for impact and results
2. True Content Management so everyone's always up to date
3. Closed Loop System of analytics and feedback

The key benefits NCR has gained from the iPresent solution:

- Deployment of new content is easy and instant
- Material is quick to locate through the user friendly interface
- Marketing is able to ensure sales reps are sharing a consistent brand and solution story with prospects and customers
- The sales team is fully equipped with everything needed for an impressive pitch
- Sales reps are confident they always have the most recent collateral at their fingertips