

# Adobe solutions for field force automation

Use the Adobe field automation solution to deliver a great customer experience, shorten sales cycles, and reduce costs

## Business value

- Improved customer retention through better on-site customer service
- Improved field representative view of customer history for better informed field personnel and reduced revisits
- Shorter cycle times and improved productivity for field-based users
- Faster quote-to-order/quote-to-cash process for greater profitability
- Reduced overhead through support savings, smaller in-house customer interaction force, lower field administrative burden
- Improved data capture accuracy

Improving the customer experience requires organizations to be faster and more responsive than ever before. A business's most visible face to the customer is its field representatives—whether they perform sales, service, support, or other customer-facing roles. Today's field force has to be better prepared to work directly with customers, understand their needs, and respond quickly. Customers now have instant access to information and they expect vendors and suppliers to have the same, and to be able to act quickly to meet their needs. According to a February 2009 Gartner report, this trend will continue as social software and online communities increasingly put customers in a position of power in the customer-supplier relationship.<sup>1</sup>

Businesses can use information technology to automate transactions and data exchange between field personnel and enterprise systems—giving companies a way to replace inefficient paper-based or manual electronic processes and better handle exceptions. The right tools and applications enable more efficient and effective communication between field representatives and customers—and help deliver a higher level of customer service on-site.

A field automation solution based on Adobe software increases the ability of field personnel to respond immediately to customer needs, lowers the administrative costs of paper forms and records, and extends the reach of internal systems. The Adobe solution combines the strengths of Adobe® LiveCycle® Enterprise Suite 2 (ES2) software, Adobe AIR® and Reader® technology. Read on to see how your business can deploy more secure, ubiquitous, and innovative technologies that cut costs and enhance the customer experience.

## How Adobe solutions add value

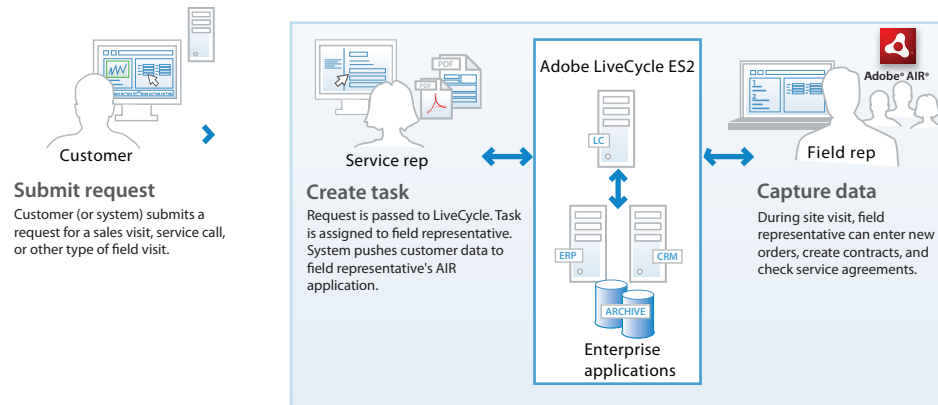
The Adobe field automation solution enables field representatives to easily update and retrieve data and documents in the field—including contracts, orders, records, and other customer data. Field representatives can use information from customer relationship management (CRM), enterprise resource planning (ERP), enterprise content management (ECM), and other enterprise systems, whether they are online or offline. They can capture customer data in the field for later synchronization with enterprise systems and to initiate and participate in other processes. For example, when a sales agent for an equipment rental firm visits a major manufacturer, she learns the client needs a short-term rental of a specific piece of machinery—immediately. To create a new contract quickly and close the deal, she can use a field automation solution to access data from her company's order management system, update the client's account data, and create the quote or contract and order in the field. Producing a viable order on the spot has two advantages: It gives the field rep a chance to win new business before the client shops around, and it enables faster delivery of the needed equipment to the client site for the best possible service.

## Return on investment

Adopting a field force automation solution based on Adobe technologies can provide significant financial return. For example, a major business support services firm calculates it will improve its bottom line by \$10 million annually by implementing a field automation solution based on Adobe AIR and LiveCycle. A global medical and scientific services provider estimates it will increase its profitability \$3.7 million annually through process improvements driven by field force automation with the Adobe solution.

<sup>1</sup> Davies, Jim and Ed Thompson. 2009. Looking at CRM in 2000 foretells its future in 2020. Gartner, Inc.

## Field force automation workflow



## The benefits of the Adobe field automation solution

With conventional field force automation approaches, field users have to handle many of their processes individually, manually, or by different (often disconnected) systems. Field personnel may need to gather content from various sources. They may have to manage orders and contracts in a disconnected manner or have to reenter information to update systems, introducing delay and error. Supporting processes may have dependencies on multiple systems, making them difficult to track and manage. These compound challenges result in field-driven processes that are problematic for everyone involved—field personnel, customers, and managers.

Combining technology from Adobe LiveCycle ES2, Adobe Reader, and Adobe AIR, the Adobe field automation solution provides a comprehensive framework that addresses these challenges and can help deliver the following business benefits:

- Greater customer retention through better customer experience
- Increased productivity from reduced cycle times
- Reduced customer support costs, fewer customer support calls through improved direct customer interaction, and improved status reporting
- Increased profitability with a faster quote-to-order/quote-to-cash process
- More accurate data from direct synchronization with field applications
- Better informed field personnel and reduced duration and number of customer visits through improving the field representative's view of the customer
- Reduced errors from data entry and reentry
- Lower administrative burden on field teams
- Reduced need for in-house customer support resources through better communications with field representatives

To help the enterprise quickly and easily deploy a field automation solution, Adobe provides the field automation solution accelerator. The accelerator includes samples and detailed documentation, along with unique technology building blocks that speed the implementation of Adobe LiveCycle ES2 and Adobe AIR software to meet specific enterprise needs.

With Adobe solutions for field force automation, powered by Adobe LiveCycle ES2 and Adobe AIR, you can:

- Provide field personnel with detailed customer information when making on-site sales and service calls
- Enable remote access to enterprise data in ERP, CRM, and ECM systems
- Immediately authorize new service delivery with electronic signature capabilities
- Allow service representatives to capture customer data in real time for synchronization with enterprise systems

### For more information

For more details about Adobe solutions, visit [www.adobe.com/enterprise/ffa/index.html](http://www.adobe.com/enterprise/ffa/index.html).



Adobe Systems Incorporated  
345 Park Avenue  
San Jose, CA 95110-2704  
USA  
[www.adobe.com](http://www.adobe.com)

Adobe, the Adobe logo, Adobe AIR, the Adobe AIR logo, AIR, LiveCycle, and Reader are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries. All other trademarks are the property of their respective owners.

© 2010 Adobe Systems Incorporated. All rights reserved. Printed in the USA.

91022022 2/10