

Nice Software Solutions

# BUSINESS INTELLIGENCE SOLUTIONS FOR AN ADVERTISING MOBILE SALES FORCE

Our customer, internet's leading auto classifieds marketplace and consumer information website aggregates into a single location almost 4 million vehicle listings from 40,000 dealers and 250,000 private owners. They provide the largest selection of vehicles attracting more than 14 million qualified buyers each month.

*A Mobile Sales  
Force Project,  
powered by 'Nice'  
on MicroStrategy  
technology.*

## Business Challenge

Our client has a sales force of approximately 1000 Advertising Consultants (AC) that interacts on a daily basis with auto dealers throughout the United States. Many hours use to be spent each day by the ACs gathering information to prepare for meetings and presentations. Armed with spreadsheet printouts and their laptops, the AC would meet with dealers. Even with extensive preparation, the AC could not be prepared for every possible request posed by a dealer and often, they would be asked questions that required additional research. In order to answer the dealers' questions, the meeting would have to stop so that the AC could start up their laptop and research the answer. This time delay to gather the necessary information could cost the AC an opportunity.

The management understood the necessity of enabling the mobile sales force for faster and effective delivery by adopting Apple IPAD as their corporate standard.

## The "Nice" Approach

Within a short span of six weeks, NSS' BI team of experts designed a pilot IPAD application to bring all the information on the fingertips of the AC. In three months, NSS delivered an intuitive mobile application powered by MicroStrategy to empower the AC with an indispensable tool to improve their sales effectiveness. Our team of analyst and dashboard designers drew immediate praise from the top management for the intuitive design of the dashboards, well-labeled and easy to use navigation controls on the IPAD.

## Our Solution

NSS developed an innovative and customized solution consuming MicroStrategy's Mobile intelligence for our client's sales force.

### 1. Mobilizing the sales force

Monitoring performance on a mobile device is a powerful business capability. The mobile application developed by NSS enables the thousands of advertising consultants to view their book of business and review how they are performing for the month. Interacting with the app, AC can now pull a report or quickly use a map widget in the dashboard to show the impact of the advertising on the spot. This insight availability on a move takes sales power to the next level.

### 2. 360 degree solution

Understanding the impact of real time analysis, our business analyst and the development team delivered customized reports to derived maximum business benefits for competitive advantage. Dynamic dashboards with optimized grids and graphs, prompt visualization, interactive widgets and aggregated data insights on market overview, inventory velocity, advertising and merchandising impact has empowered the sales forces to instantly respond to any question posed by the customer making effective use of the time.

## Business Benefits

1. The real time data availability and analysis has bridged the gap between the dealers and consumer increasing the weekly request 40 times from 4,500 to 175,000.
2. With NSS' 360 degree solution, The AC can now view everything they need from their iPad and can be more productive and interactive with their customers.
3. Extremely fast generated data insights and highly intuitive data presentations has allowed the sales force to perform "guided selling".
4. Leveraging MicroStrategy's performance and scalability feature, our team has deployed a solution with in-memory capabilities, multilevel caching, scheduled subscriptions which allows the sales to view and display information without internet connectivity.
5. Mobile intelligence solution by NSS has eliminated the time consuming process of spreadsheet preparation and research for customer meetings. Availability of easy to consume information and interactive dashboards allows sales force to capture additional opportunities.

## Our Role

1. Architecture design and Mobile technology solution
2. Requirement gathering and data analysis
3. BI application designing and development
4. Data Quality and testing
5. End user training

## The "Nice" USP

Our customized end-to-end BI solutions empower our customers to explore many more opportunities for benefits by exploiting their investment in any BI platform. We understand and foresee that our BI solutions will be an extension to their current reporting capabilities. Our USP lies in our personalized approach to provide solutions to client's technical, function and non-functional needs. To learn more about our innovative functional and technical workshops, prototype designing activities, customized onsite and online trainings, educative handholding sessions and end user specific interactive videos and courses, please visit us at [www.nicesoftwaresolutions.com](http://www.nicesoftwaresolutions.com) or email us at [info@nicesoftwaresolutions.com](mailto:info@nicesoftwaresolutions.com).