



## Boost Sales Performance with Anytime Access to Product Pricing and Availability

- Highly **responsive app with a Smart search functionality**, enabling product name, product number and wild-card searches
- **Intuitive and attractive** graphical user-interface
- Operates in both connected and offline modes
- Supports the new iPad® 3 (with “Retina Display”) and the recently released iOS 6.0

### Situation

Recent advances in enterprise mobility have enabled anytime-anywhere access to updated information, at the salesman’s fingertip, enabling them to provide answers to queries on-demand.

In light of these advancements Celstream conceptualized a mobile application for a US-based technology major. The enterprise needed to represent information about their over 20,000 products and accessories in a crisp and clear manner. They also required a solution to increase sales & marketing throughput. The solution proposed by Celstream enabled the company’s sales force to quickly look up product availability and prices.

Celstream was entrusted with the implementation of the full lifecycle of the solution – from business consultation to product-ideation, solution and usability design, implementation and app store listing of the solution.

### Challenge

- Manage large and complex database of over 20,000 products, their accessories and pricing
- Fast search and near real-time access to information so that the customer and sales person’s time is utilized efficiently
- Quick follow through actions to enable faster sales closures

## Celstream Response

Celstream's mobility experts developed an engaging product availability listing application in a short time frame – from ideation to delivery. The solution highlights include:

- A standalone application that can operate in both connected and offline modes
- A scalable, reliable, and highly responsive app
- An advanced search engine capable of high-speed search and retrieval function from a database of over 20,000 products and the related items
- An extensive research on various data population techniques to ensure the app is capable of handling any format of data, provided the data has been populated following the appropriate process
- A built-in basic invoicing and customer data management tool
- A provision to mail the price & quantity listings, and unsigned invoices to customers, subject to connectivity
- An intuitive and user-friendly GUI

## Benefits to Customer

- Easy communication of information on a large, complex portfolio of products enabled
  - faster sales conversions
  - confident representation of the offerings by the sales team
  - instant communication resulting in superior customer satisfaction
- Solution engineering based on agile methodology and Celstream solution accelerators enabled
  - Flexible implementation meeting specific and evolving user needs
  - Cost-effective, robust and faster time-to-market

## Technology

In developing these solutions, Celstream used the following key software platforms:

- iOS5
- Xcode®
- Objective-C®

Copyright© 2013, Celstream Technologies Private Limited. All Rights Reserved. Printed in India. The information in this publication supersedes that in all previously published material. Specification and price change privileges reserved. For the most up-to-date information, please visit our website at [www.celstream.com](http://www.celstream.com).

Celstream is a registered trademark of Celstream Technologies Private Limited. iPad, Xcode, Objective-C are all trademarks or registered trademarks of Apple, Inc. All other trademarks are the property of their respective owners.

All prices, specifications and characteristics set forth in this publication are subject to change without notice.

For further information, please contact Celstream:

USA  
Ph: +1 877 ASK CELSTREAM (275-2357)  
Fax: +1 (503) 293 3578  
Email: [sales.usa@celstream.com](mailto:sales.usa@celstream.com)

INDIA  
Ph: +91 (80) 6740 4040  
Fax: +91 (80) 6740 4100  
Email: [sales.india@celstream.com](mailto:sales.india@celstream.com)

AUSTRALIA  
Ph: +61 (0) 2 9416 0475  
Fax: +61 (0) 2 9416 2583  
Email: [sales.australia@celstream.com](mailto:sales.australia@celstream.com)