



Captivating customers with dynamic collateral on a mobile device.



iPresent

Captivate your customer

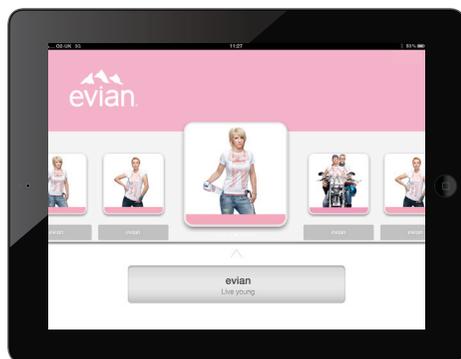
## the need

sector Consumer  
product Mineral water

With a continuous demand on sales from an ever-changing commercial environment, involved in sports sponsorship and new campaigns, the evian Swiss unit saw the need to equip the sales force with modern and high-class support. It had to be:

- Simple for field sales to use on a mobile device
- A tool to enable presentations, pricing and information to be emailed to clients on demand
- A branded, customer facing presentation tool
- Easy to keep direct control of all sales and marketing materials without having to contact a third party
- Quick to send updated collateral to the sales team without the use of brochures, sales folders and presentations on laptops

## the impact



Since the introduction of this new presenting tool the sales team is working with more professionalism. As Head of Sales Force, I can ensure that each sales consultant is always up to date regarding his presentations. iPresent is supporting our sales team.

Stefan Goetschi  
Head of Sales Force for evian Switzerland



Better customer engagement from presenting with a mobile device



The sales team always has the latest presentations and product information



The sales team can grow easily due to iPresent's flexible user subscription

## 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 evian have gained from the iPresent solution:

- Replacing bulky alternatives with mobile devices brings multiple benefits that let customer engagement flourish
- Every sales person has consistent presentation collateral and media
- The Content Management System means sales coordinators can update resources instantly
- As a subscription tool, iPresent has given evian the flexibility to grow its user base