

Sendia Wireless Salesforce Automation (SFA)

Sendia Wireless Salesforce Automation (SFA) is an easy-to-use application that extends CRM functionality to BlackBerry, giving mobile professionals the power to interact wirelessly with live account information while in the field. Highly customizable, Wireless SFA can be centrally managed, and is available for salesforce.com, Peoplesoft CRM and Siebel SMB.

Sendia Wireless Salesforce Automation is a productivity tool with direct impact on an enterprise's bottom line. It lets sales teams increase their time, coverage and efficiency in the field, with no added complexity or frustration. Better information flowing in near real-time in both directions improves closing rates, management efficiency and reduces sales downtime.

- Enhances the productivity and efficiency of mobile sales professionals by providing secure, productive on/offline access to enterprise CRM data.
- Gives enterprises the flexibility and power to customize their wireless applications with select functionality that specifically meets the needs of their mobile sales team.
- Provides a web-based console for full, over-the-air management of an entire wireless user base. Administrators can quickly deploy, manage and troubleshoot without recalling devices.

MOBILIZE YOUR SALES FORCE

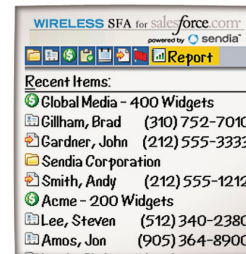
CRM - Sales Force Automation Applications

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Vertical Specialization:

- Cross Industry

Target Market Segment:

- Enterprise
- Small and Medium-Sized Businesses

