



SWISS VBS SET

(SALES ENABLEMENT TOOL)

FEATURES AND DIFFERENTIATIONS

Mobile-First and Native Implementation

SET App is a pure native iOS app (Android and Windows versions are in development). By avoiding HTML5 and legacy web technologies, SET offers an attractive, fast and engaging user experience that meets the demands of the mobile sale force. Viewing, sharing, editing and creating product showcases can all be performed from an iPad. No need to pull up a web browser and put up with yesterday's web paradigm.

Packaging of Products into Showcases

The SET app is used to package product information into standalone showcases. Typically, the marketing team creates the showcases and publishes them to the cloud. The sales team downloads the showcases and either uses them to support their sales activities or tailors them to meet unique market or customer needs. Showcases contain all of the marketing assets related to a specific set of products or services. Sales reps can download multiple showcases to their iPads and switch between them as needed. Sales reps can share the tailored showcases they have created for their clients with their peers.

Offline Support

Sales reps can access the showcases that they have downloaded to their iPad in offline mode when they don't have a network connection. No need to pull up a browser and look for an internet connection when meeting with clients. Strong offline support removes the anxiety from presenting the very best your company has to offer.

Support for Complex Product Portfolios

SET is specifically designed to address the needs of enterprises that have complex products or services. Use SET's powerful editing capabilities to add detailed product descriptions, technical specifications, simulators and calculators to your showcases.

Flexible Showcase Architecture

Structure your showcases by market, product line, buyer personas or customer pain points. Use SET's flexible showcase editor to organize your offerings, sales pitch and product positioning in the way that makes sense for your organization.

Interactive Showcases

SET includes full support for creating both simple linear showcases and highly interactive showcases for what-if scenarios, business simulations and decision tree based navigation models.

iPad based editing

SET offers desktop power editing capability from an iPad. Marketing and sales teams can create, edit, publish and tailor showcases from an iPad and see the resulting showcases instantly.

Share+

Sales reps can share marketing assets with their clients and track how their clients have consumed the assets.

Peer Collaboration

Sales reps can use their iPads to tailor the showcases that are published by marketing to meet the specific needs of their clients. Sales reps can share their tailored showcases with their peers.

Mobile Learning

SET includes extensive support for mobile learning (mLearning). SET's native approach to mLearning eliminates the common problems associated with HTML5 and Responsive Web Design based solutions. Embed interactive native Micro Learning Modules (MLM) in any showcase that the sales team can consume in the field before meeting with clients. MLMs can contain fully interactive content for achieving better learning outcome or for building full fledged product and business simulations. Sales reps can consume MLMs offline. All learning analytics are stored by the SET app and sent to the SET cloud or your enterprise LMS for management reporting.

Mobile Push Notifications

Sales reps can choose to receive mobile push notifications when new versions of their showcases are published and when their clients view the shared marketing assets.

Trade Show Features

SET's features such as kiosk usage mode and location-based (iBeacon) support makes the solution ideal for use in tradeshows and industry conferences.

Analytics

Marketing, sales management and L&D organizations can view the showcase usage patterns and how each marketing asset is being viewed and shared with clients in order to improve the range and performance of the assets.

Analytics Companion App

Management team can use the separate SET iPhone companion app to view the analytics data for all showcases in real-time.

Enterprise Grade Security

SET's industry leading security features are designed to meet the needs of organizations in financial services, pharmaceutical, defense and other regulated industries. This includes a sophisticated access control system, tiered showcase security settings, two factor authentication, encryption and remote wipe capabilities.

Internationalization

SET is fully internationalized and is designed to support the needs of multinationals with a global sales force. Market and language specific showcases can be developed either centrally by your marketing team or country specific marketing teams can create their own derivative showcases.

DropBox Integration

SET offers full integration with DropBox with planned integration with Box, iCloud and OneDrive cloud storage services.

App Store and Enterprise and Deployment Models

You can use the App Store to distribute the SET app to your sales and marketing teams or, if all of the users are employees, use an enterprise deployment model to distribute the app.

Cloud and Enterprise Server Options

The SET app connects to a central SET server that stores the showcases, access policies and user accounts. You use the fully managed cloud option from SwissVBS or setup the SET server on your own IT infrastructure.

Single Sign-On

Your SET implementation can include a single sign-on option that allows your users to use their existing enterprise credentials to access the SET app. SET supports SAML, ADFS and OAuth data formats.

API Access

SET's RESTful API can be used to integrate SET with other enterprise systems such as your CMS or LMS platforms.