

Entersoft Mobile SFA

for Sales Force Automation

Yu Chen, Enterprise Mobility Management Analyst // February 2017



TEC IN-DEPTH PRODUCT REVIEW

TEC Product Reviews provide detailed analysis of leading software solutions.

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About This Report



Product: Entersoft Mobile Sales Force Automation
Version: V2.80.0.22
Release date: December 2016

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Technology Evaluation Centers (TEC) is pleased to announce that Entersoft Mobile Sales Force Automation (SFA) has been reviewed by TEC for its Sales Force Automation Evaluation Center. The Sales Force Automation Evaluation Center enables companies to compare and evaluate functionality based on TEC's comprehensive model of SFA software. Data used in the Evaluation Center are obtained from the vendor's responses to TEC's research questionnaire. This report ensures that Entersoft has demonstrated Entersoft Mobile SFA's support for specific real-world business processes chosen by TEC analysts, and that TEC analysts have analytically and comparatively reviewed research questionnaire data about Entersoft Mobile SFA against known benchmarks.

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Use TEC Advisor to compare Entersoft Mobility SFA with other Sales Force Automation solutions, according to your organization's needs and characteristics. It's free, fast, online, and easy—and you'll see the results immediately.

Entersoft—SFA for the Modern Mobile Workforce

Company Background

Founded in 2002 in Greece, Entersoft launched its first enterprise software application in 2004. In its inception, the company focused on developing an enterprise resource planning (ERP) application and, over time, the vendor has added customer relationship management (CRM), retail, e-commerce, mobile, and business intelligence (BI) solutions to its portfolio of products. Entersoft is a regional enterprise software vendor catering to companies operating in Greece, the Balkans, and the Middle East. The company has more than 200 employees and develops its products in Athens.

Entersoft has grown organically and through acquisitions, including that of Nova Consulting SA and Retail Link SA, as well as through the establishment in 2009 of Romanian and Bulgarian Entersoft subsidiaries. In 2012, the company acquired Cardisoft SA and, in 2014, Alpha Software Solutions. Also in 2014, it opened its Dubai office. Between 2014 and 2016, the company invested more than EUR 5 million to enable all its applications to run on the cloud (mainly Microsoft Azure), deliver its products through the software as a service (SaaS) model and enlarge its range of applications with a specialized warehouse management system (WMS).

The company has had constant growth since its inception and overcame the economic crisis of 2008 with a period of stagnation, after which its sales picked up again in 2012. The vendor positions its applications as a single, integrated ERP, CRM, retail, e-commerce, and mobile platform, but individual applications can also be bought to stand alone. During 2016, Entersoft managed to restore double-digit growth with many new accounts for its ERP software, as well as its Mobile SFA product.

Its strategic approach to gaining new clients and ensuring recurring revenue from its existing customer base resides in building a robust product that can compete with large vendors but that is sold at a competitive price. Although other local and smaller competitors may sell applications at a lower price point, Entersoft bets on its ample capabilities. To date, the company has more than 2,500 customers, most of them local medium or large companies. With its niche Mobile SFA and Field Marketing solution, it has attracted quite a few multinational companies in three main sectors: fast-moving consumer goods (FMCG), pharmaceuticals, and telecommunications. Recent customers include L'Oréal, BIC, PZ Cossons, AstraZeneca, Valeant Pharmaceuticals, and Japan Tobacco International.

Entersoft runs a yearly customer satisfaction survey with the support of an independent company that conducts extensive one-hour-long interviews with end users from both the vendor side and the partner side to investigate customer experience. In 2014, the overall client satisfaction with Entersoft as a solutions provider was 89%. About 82% of customers declared that their expectations were exceeded, while 84% indicated a tangible business value that they received for the money they spent with Entersoft.

Moreover, the product satisfaction rate is 94%, with the product rated on factors like reliability, functionality range, and usability. From a support and service perspective, the vendor records 94% satisfaction rates, and 88% of interviewed customers said they would recommend Entersoft to peer companies.

The vendor has developed a consultant and partner ecosystem that certifies more than 400 individuals to either implement or resell its products. Entersoft partners are trained, educated, and tested on Entersoft business software solutions and are certified on specific applications. Taking into account the wide range of Entersoft applications, partner certifications are valid for three years with the understanding that partners must continuously update their knowledge on new Entersoft functionalities, modules, versions, and so on.

Entersoft Products Portfolio

Entersoft Business Suite is the core ERP that the company developed on the latest Microsoft .NET technology. It's both on-premise and cloud capable. The suite is designed to support companies with revenues of between USD \$5 million and \$500 million and for ten to five hundred users, and can scale up to support larger organizations.

To cater to the small- and medium-sized business (SMB) market, Entersoft also developed Entersoft Expert, a scaled-down version of the core ERP Business Suite, alongside a portfolio of software products—such as Entersoft WMS, Entersoft Retail, Entersoft CRM, and Entersoft Mobile SFA—that are in sync with the trending plug-and-play line-of-business (LOB) applications. These fulfill the demand for easy-to-use cloud and mobile applications in the SMB space without compromising the main performances offered in the core ERP suite.

Entersoft has benefited from its large number of successful ERP implementations in different industry sectors, and its products portfolio provides a unique advantage in that the software already includes ready-made, best-practice features and functionalities that can be instantly implemented for core business processes. This could be very valuable for the SMB sector because this built-in industry knowledge helps SMBs not only save money and time on business analysis, but also allows them to benchmark their own internal business processes against industry averages, and, as a result, increase productivity and enhance collaboration and communication.

Entersoft Mobile SFA

Entersoft offers a broad set of mobile applications to its customers. With its high industry recognition, it is the first Greek software vendor to ever offer business mobile apps on the Apple Store. The company's Mobile SFA won AppWARDS 2013 in the business and corporate apps category, followed by a recent silver award from Frezyderm & Golden Brands in its organizational technologies category.

The Entersoft mobile apps family is natively developed on iOS, Android, and Windows Mobile. However, Entersoft Mobile SFA is specifically developed for iOS mobile devices, and in particular the iPad series. Entersoft market research and user cases show that the majority of sales force tasks are conducted more effectively on larger-than-phone-size mobile devices. Hence, even though Entersoft Mobile SFA can run on any iOS device, the user interface is designed specifically for tablet users. There are, however, special versions of the software that also run on the iPhone to support quick and simple SFA tasks.

Entersoft Mobile SFA Product

Overview

The objective of Entersoft Mobile SFA is to provide scalable sales management software that can be deployed either on premises or in the cloud, as a licensed product or as software as a service (SaaS). Entersoft Mobile SFA is purpose built to ensure highly efficient on-time/real-time interactions between frontline sales force and back-office operations, specifically in the following industry verticals:

- FMCG
- food and beverage
- apparel and footwear
- medical devices and equipment
- wholesale and distribution
- retail and franchises
- telecommunications
- leasing
- business services and consulting

Besides supporting the complete stack of basic SFA functions we see in most desktop SFA solutions, Entersoft Mobile SFA differentiates by offering the following mobile-specific features:

- real-time over-the-air (OTA) one-click reporting and advanced analytics
- real-time Outlook conversations via integration with Microsoft Graph
- integration with Siri, deep-link, and Siri-offline search to optimize the mobile user experience
- multi-tenant services ready
- Extra standalone LOB enterprise mobile applications to increase operational efficiency
- real-time expenses reporting
- real-time response to request approval
- real-time administration and system monitoring

For the cloud/SaaS version of Mobile SFA, Entersoft chose Microsoft Azure as the rendering platform which, in our view, is a smart move because as well as being an industry leader with high availability, Azure also gives Entersoft Mobile SFA the highest level of cloud-to-mobile security features such as secure sockets layer (SSL) mutual authentication, isolation of hypervisor, guest virtual machines, and jail-breaking. The default multi-layer security lies within Azure, alleviating Entersoft from the extra work in developing its own mobile device management (MDM) modules.

Entersoft Mobile SFA competes against international brands such as SAP Mobile, Salesforce Mobile, and Microsoft Mobile CRM as well in the regional market against vendors such as Comarch SFA/Field Service, and against some other very small, niche vendors locally in Greece.

Entersoft Mobile SFA Highlights

Mobile User Interface and User Experience

The two key factors affecting the overall effectiveness and end-user adoption for any enterprise-level mobile applications are: 1, intuitive user interface (UI), and 2, native mobile user experience (UX).

In Entersoft Mobile SFA's case, what the vendor has managed to provide is an easy-to-use, easy-to-learn iPad interface that aims to enable the sales force to optimize workflows.

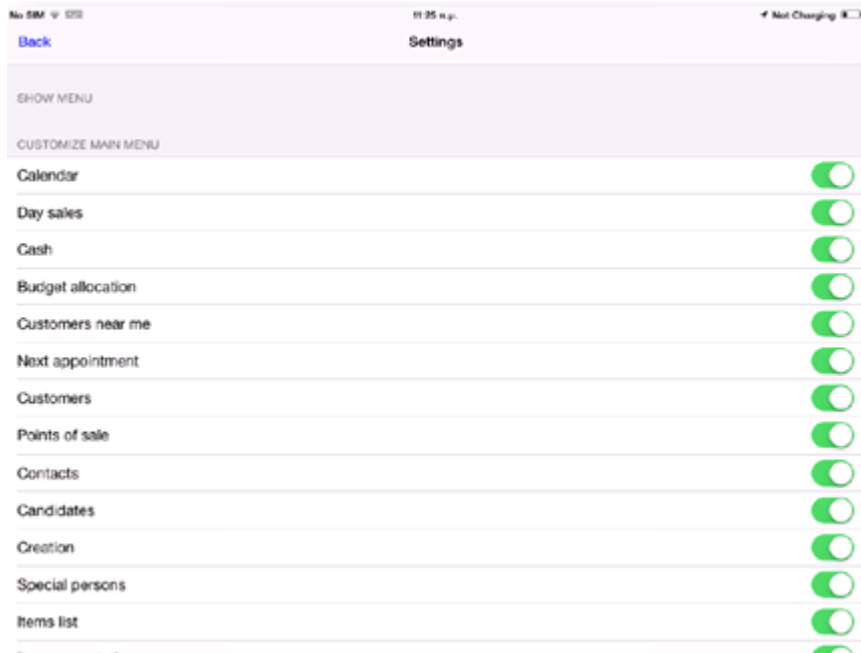


Figure 1: Role-based menu set-up screen on iPad

Behind the simple and straightforward iPad interface are careful, mobile-specific considerations that go hand in hand with broad variations in native device features, constraints in usage and connectivity, ever-changing mobile context relevance, and mobile data security. Entersoft followed a user-centered design approach to shape a unique Entersoft mobile UX.

Entersoft's schedule/dispatch engine is backed by geographic information mapping and real-time sales data. What differentiates mobile devices from desktop in the business sector is the "here and now" instant information flow that empowers mobile users to make more simultaneous business decisions than traditional desktop users working in an office environment. This feature is of the greatest value to field sales and field service workforces.

Entersoft Mobile SFA runs on a powerful back-end schedule/dispatch engine called Visit Plan management. It's structured upon industry best practices that encompass critical field sales criteria such as opportunity/lead management, customer status, routing rules, priority setting, and ad hoc change management.

On the mobile sales force front end, users synchronize sales data and dispatch orders pushed from the back office, and then optimize their visit schedule using the native sensors (GPS, e-Compass, GIS mapping, etc.) on their iPads. Each visit is tracked and documented, managed as in their individual lifecycle.

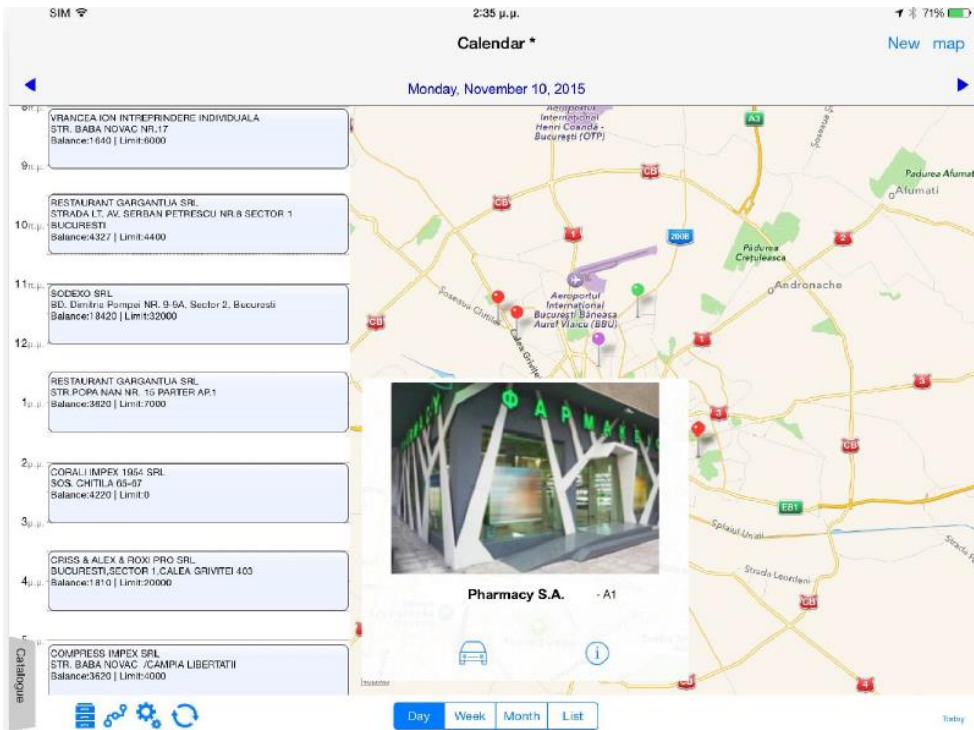


Figure 2: Visit Plan on front-end iPad with geo-mapping

Inventory Tracking and Replenishment Management

Similar to the spare parts availability control in field service management (FSM) solutions, merchandising commodity stock tracking and replenish automation is also one of the key performance indicators (KPIs) to measure the overall effectiveness in SFA solutions.

Entersoft Mobile SFA allows end users to configure their own functions to optimize and create automated stock replenishment proposals. Each iPad functions as a point-of-sale (POS) terminal, updating the real-time sell-out/sell-through status by using the device camera as a barcode scanner, and triggering inventory replenishment in the back office once the availability level reaches a pre-determined threshold.

This feature, along with many others that are built into Entersoft Mobile SFA, earned it high popularity in the FMCG sector. These features have also enabled Entersoft to expand its Mobile SFA product to support the mobile FSM space; with just slight modifications to a couple of function modules, Entersoft Mobile SFA can be repackaged and deployed as an end-to-end FSM suite.

Field Marketing

Entersoft Mobile SFA includes a field marketing function module that helps sales representatives not only fulfill daily merchandising tasks, but bring marketing activities to the customer's door. This is more proof that Entersoft truly understands the power of structured mobile strategy, and that with the right automated workflows, it can reinforce real-time informed decision making, as well as increase marketing intelligence input directly from the sales frontline.

The Entersoft Mobile SFA field marketing function supports:

- merchandising
- store audit and mystery shopping
- field promotions

- in-shop surveys
- competition monitoring

Mobile Device Management

Entersoft Mobile SFA has a solid MDM console developed with .IPR technology for iOS devices. It has a straightforward dashboard demonstrating the status and activities of the whole fleet of mobile devices managed by the system. Capable of OTA provisioning and remote wipe/shut down, the Entersoft MDM console enables simple yet powerful data security in the mobile sales environment.

Description	User	Salesperson	Resource	Created on	Applications	Inactive	Last known version	Events trace method
Status: Active								
Operating system: Windows Mobile								
Καρμπρούς Σόκκις WIN10 Laptop	kar-Καρμπρούς Σόκκις	KAR-Καρμπρούς Σόκκις	KAR-Καρμπρούς Σόκκις	24/12/2015		<input type="checkbox"/>		Trace route and events
Operating system: Apple iOS								
Βούλγαρη Εύη iPad Air2	vev-Βούλγαρη Εύη	VEV-Βούλγαρη Εύη	VEV-Βούλγαρη Εύη	11/02/2016	Merchandise	<input type="checkbox"/>	27800001.015 - 9.3.2	Trace route and events
Καρμπρούς Σόκκις iPad Mini4	ke-Καρμπρούς Σόκκις	KAR-Καρμπρούς Σόκκις	KAR-Καρμπρούς Σόκκις	24/01/2016	Merchandise	<input type="checkbox"/>	27800001.015 - 10.0.2	Trace route and events
Καρμπρούς Σόκκις iPad Mini4 MTS360	ke-Καρμπρούς Σόκκις	KAR-Καρμπρούς Σόκκις	KAR-Καρμπρούς Σόκκις	24/01/2016		<input type="checkbox"/>		Trace route and events
Καρμπρούς Σόκκις iPhone	ke-Καρμπρούς Σόκκις	KAR-Καρμπρούς Σόκκις	KAR-Καρμπρούς Σόκκις	19/09/2015		<input type="checkbox"/>		Trace route and events
Κατζαμανίδης Αντώνης iPad	ek5-Κατζαμανίδης Αντώνης	AK5-Κατζαμανίδης Αντώνης	AK5-Κατζαμανίδης Αντώνης	02/01/2015		<input type="checkbox"/>		Trace route and events
Κατζαμανίδης Κωνσταντίνος iPad	KKT-Κατζαμανίδης Κωνσταντ...	KKT-Κατζαμανίδης Κωνσταντ...	KKT-Κατζαμανίδης Κωνσταντ...	29/12/2014		<input type="checkbox"/>		Trace route and events
Μαριμαρίδης Στέφανος iPad	STF-Μαριμαρίδης Στέφανος	STF-Μαριμαρίδης Στέφανος	STF-Μαριμαρίδης Στέφανος	30/12/2014		<input type="checkbox"/>		Trace route and events
Νικολαΐδης Στέφανος iPad	STN-Νικολαΐδης Στέφανος	STN-Νικολαΐδης Στέφανος	STN-Νικολαΐδης Στέφανος	11/07/2016	Merchandise	<input type="checkbox"/>	27800001.015 - 9.3.2	Trace route and events
Φακός Κώστας iPad	cof-Φακός Κώστας	CGF-Φακός Κώστας	CGF-Φακός Κώστας	29/12/2014		<input type="checkbox"/>		Trace route and events
Χατζηγεωργίου Δημήτρης iPad	hat-Χατζηγεωργίου Δημήτρης	HAT-Χατζηγεωργίου Δημήτρης	HAT-Χατζηγεωργίου Δημήτρης	13/07/2016	Merchandise	<input type="checkbox"/>	27800001.015 - 9.3.2	Trace route and events
Status: To initialization								
Operating system: Apple iOS								
Stavros Menegos iPhone	SME-Μένεγος Στάυρος	SME-Μένεγος Στάυρος	SME-Μένεγος Στάυρος	07/07/2016		<input type="checkbox"/>		Trace route and events
Operating system: Google Android								
Vagelis Athanassiadis android mob	esmaster-ΔΙΑΧΕΙΡΙΣΤΗΣ ΕΥ...	VAT-Αθανασαΐδης Βαγγέλης	ESMASTER-Διαχειριστής Συσ...	09/09/2016		<input type="checkbox"/>		Trace route and events

Figure 3: Device fleet view

Administration of Device Status and Communication Permissions

Status	Operates
Operates	<input checked="" type="checkbox"/>
Damaged	<input type="checkbox"/>
Lost	<input type="checkbox"/>
Locked	<input type="checkbox"/>
In danger	<input type="checkbox"/>
For initialization	<input type="checkbox"/>

<input checked="" type="checkbox"/> All
<input checked="" type="checkbox"/> Apply invoicing policy
<input checked="" type="checkbox"/> Send is allowed
<input checked="" type="checkbox"/> Download is allowed
<input checked="" type="checkbox"/> Online services
<input checked="" type="checkbox"/> Download new version
<input type="checkbox"/> All the customers

Figure 4: Individual device control board

Single Database Across Platforms

Entersoft Mobile leverages a single database to collect data from ERP, CRM, warehouse management, order and offer management, trade and credit policies management, collection management, etc. and make it accessible to users.

Mobile Warehouse Management

Code	Description	Balance start	Imports	Exports	Current balance
TJTI.002	Camel	20	0	0	20
TJTI.004	Hamlet	20	0	0	20
TJTI.003	Mild Seven	20	0	0	20
WH totals: XV / X Van Warehouse		2029	0	0	2029

Figure 5: WMS dashboard

Entersoft Mobile SFA includes a mobile warehouse management (Mobile WMS) module, which enables both back-office management and field sales personnel to have real-time view of current inventory status. The built-in analytical engine also identifies the trends of sales/distribution volume and provides predictive replenishment notifications.

As a subset module of the SFA platform, Entersoft Mobile WMS pre-packages a decent list of functions that sufficiently support the targeted end user verticals. Below are some of the functions that make warehouse/logistic management highly available when sales people are on-the-go.

- Keeping informative and financial data for mobile warehouse (truck, van etc.)
- Import analysis, export and balance per warehouse and per period (monthly statement)
- Quantity and value analysis per entry type (purchases, sales, corrective transactions, transfers, shipments, or receipts with no invoice etc.)
- Back orders per warehouse (expected from providers, reserved, ordered)
- Good transfers among mobile warehouses with internal documents or with stamped shipments
- Direct on-screen view of the analytical daily journal of the mobile warehouse
- Physical inventory procedure per warehouse and automated update of the quantity difference (shortages-surpluses)

Mobile Order and Offer Management

During the product demo, the TEC analyst noticed that Entersoft had put a lot of effort into developing an end-to-end mobile order/contract management functions set. All functions under this subset module are designed and organized in a way that is relevant to field sales processes, eliminating the common latency caused by communication delay in traditional sales context. The key functions include:

- parametrical customer search (by name, phone, address, etc.)
- item line insertion in the document with barcode use
- stock items dimension management (color-size-lots, S/Ns)
- order receiving by using item sets
- multiple measurement units in the document line
- multiple customer addresses
- digital customer signature used for order acceptance
- online communication with the server for applying certain corporate policies (commercial policy, credit control, etc.)

- online communication with the server for item inventory and financial data monitoring
- saving previous customer orders for re-ordering
- recording-photographing & relation with place/subject entry
- relation between GPS coordinates and UTC date time at the time of the entry
- mass item selection from list with quantity per line selection
- standard delivery date selection
- net value and VAT value totals along with document total sum
- company update regarding route and time of entries as well as a digital map illustration
- ability to keep notes on orders
- keyboard use operation along with a special keyboard design depending on the operation type (alphabetical, numerical, etc.)

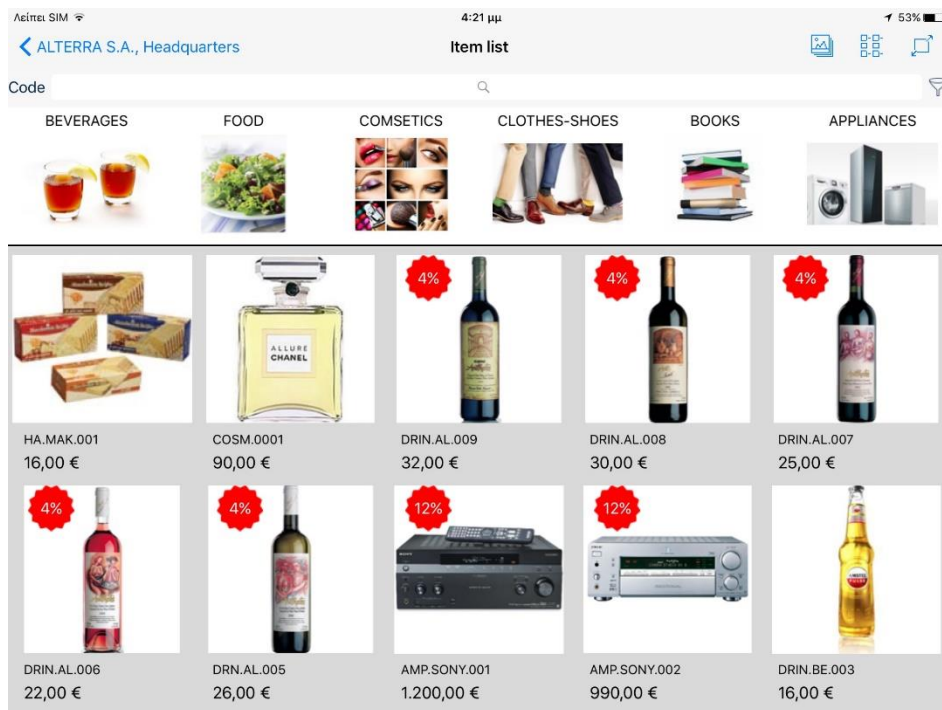


Figure 6: Catalogue order view

Mobile Collection Management

Entersoft SFA allows account receivable (AR) processes to be conducted in the field. Field sales employees can use a tool to collect payments on site. It's a simple function set, but includes all the necessary features for AR management. Features include:

- collection task planning
- collection receipt registration
- multiple payment lines (Bank checks and cash)
- online communication with server for customer balance feedback
- recording-photographing & relation with place/subject entry
- relation between GPS coordinates and UTC date time at the time of the entry
- company updates regarding route and time of entries as well as a digital map illustration

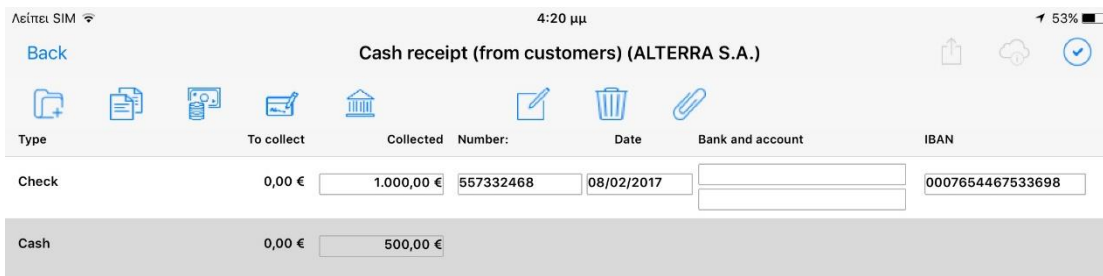


Figure 7: Accounts receivable management screen

Mobile Trade and Credit Policies Management

Payment terms and credit control are usually two functions supported from the back-office financial department. But Entersoft SFA moves them to the front sales fields, providing real-time view of the history data, and empowers the mobile sales force with a deal-breaker tool to bring in more long-term customers. Features include:

- credit limits for customers and their own check limit or total checks
- Proposed dynamic limits based on calculation rules (e.g. 12% on last three months' sales)
- functionality of binding or warning control or credit control with authorization to bypass from a specific user group
- ability to remotely authorize a bypass for the credit control (remote credit control)
- authorization history log file so that anyone can review these authorizations and their data (users, customers, limit exceeded, comment, day etc.)

The screenshot shows a mobile application interface for credit/payment term management. The title is "Overview" with "Back" and "Save" buttons. Below the title, there are three tabs: "Financial info" (selected), "Balance age analysis", and "Transaction limits". The main content is a table with the following data:

Accounting balance	91815.96
Pending self issued notes	0
Pending third party notes	0
Trade balance	91815.96
Pending invoices	0
Open orders	7006
Turnover	152897.4
Ceiling	-91815.96
Note payoff delay	<input type="checkbox"/>
Last credit	9/30/2017 12:00 AM
Last credit	9/30/2017 12:00 AM

Figure 8: Credit/payment term management view

Benchmark Results for Entersoft Mobile SFA

The TEC Focus Indicator presents the results of benchmarking Entersoft Mobile SFA against an **Industry Average**. TEC calculates the industry average for a given software market space based on product data from real-world software solutions, scoring solution support for hundreds to thousands of features and functions. The Industry Average circle in the middle of the graph is a normalized representation of the average of the scores.

- The Focus Indicator represents neither the quality of the product nor an absolute quantity of supported functionality. Rather, the **graph is normalized** to show *support relative to the average quantity of functionality supported*.
- The functional criteria have been equalized (attributed equal weight).
- High and low thresholds have been set in order to create the “Dominant,” “Competitive,” and “Minimal Support” zones (see below for more details).

Reading the TEC Focus Indicator

The axes represent the main modules of a typical sales force automation product and the red dots show the relative support of the product compared with the Industry Average. The closer a red dot is to the center, the more functionality the product supports for that module.

The **Industry Average circle** marks the relative support of the average sales force automation product within the indicated market space.

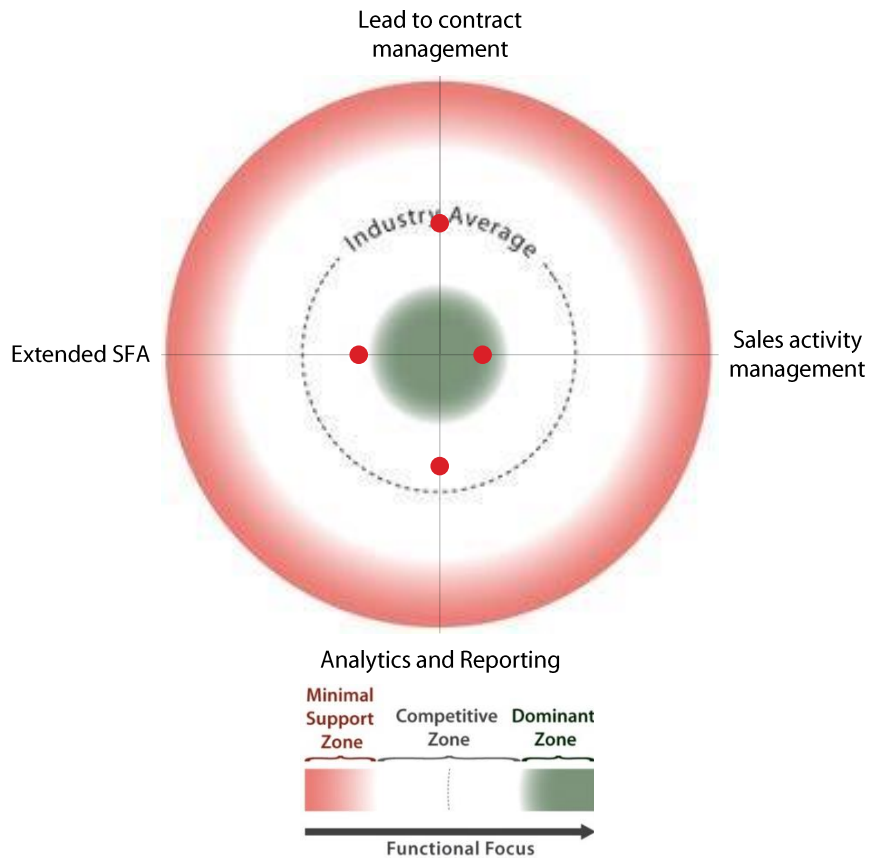
The **Dominant Zone** (green) shows where the product supports more functionality than the average solution. Dominant modules are likely to be competitive differentiators for the vendor.

The **Competitive Zone** (white) shows where the product supports about the same amount of functionality as the average solution. This typically indicates that most vendors in this market space support this functionality.

The **Minimal Support Zone** (red) shows where the product supports less functionality than the average solution. Minimal Support modules might indicate less of a focus for this functionality, as it may not have as much of an importance within the vendor’s target market.

If your needs correspond to modules ranked closer to the center of the Focus Indicator Entersoft Mobile SFA may be an application worth evaluating.

This **TEC Focus Indicator™** shows you which types of functionality are likely differentiators for Entersoft's sales force automation solution in the software space.



TEC Focus Indicator for Entersoft Mobile SFA

Use TEC Advisor to compare for Entersoft Mobile SFA with other solutions for sales force automation, according to your organization's needs and characteristics. [Compare now.](#)

TEC Analyst Observations on Entersoft Mobile SFA

The demonstration of Entersoft Mobile Sales Force Automation has allowed TEC analysts to see how the solution provides key features for enabling the following capabilities:

- An intuitive and user-friendly mobile interface that is focused on business user experience
- An easy-to-use, sales process-oriented tools set
- An easy-to-learn, quickly deployable platform for SMBs

Entersoft Mobile SFA is capable of delivering the same major requirements of other sales force automation systems on the market. The company and solution has:

- strong growth. With more than 2,500 customers in its client base and consistent growth over the years, Entersoft is financially healthy. It has a strong standing in the Greek market, even when competing against global brands such as SAP. It has established operation footprints in ten countries in the Balkans and the Middle East. It has been fairly active in acquisition and had expanded five subsidiaries in the target market countries.
- diversified solution offerings. After branching out from its core ERP catering to manufacturing, Entersoft has expanded its capacities to further support distribution and service industries. The product capabilities in its Mobile SFA are solid, and the solution contains unique features stemming from industry best practices. Given time and sufficient research and development, the Entersoft mobile solutions suite may become of equal significance as its ERP product line.
- great mobile UX design. In the mobile sector, user experience is king. Entersoft selected iPad as the app-rendering platform for its Mobile SFA product, and it optimized the functions of native mobile sensors simultaneously with enterprise LOB features. As a result, it delivers an enjoyable and accessible UX.

From a product perspective, Entersoft has shown itself to be a solid SFA solution provider. The vendor stands out in the provisioning of sales activity management and extended SFA capabilities.

In Lead to Contract Management (L2C), the vendor excels in the area of contract management, where it supports the capability of pre-configured multiple contract data and automated contract history. These two features apparently are not supported by most other vendors in TEC's SFA database.

In the Sales Activity Management space, Entersoft Mobile SFA prevails in both the Internet Sales and Mobile Options function modules, demonstrating the company's unique understanding and design focus compared to the industry average.

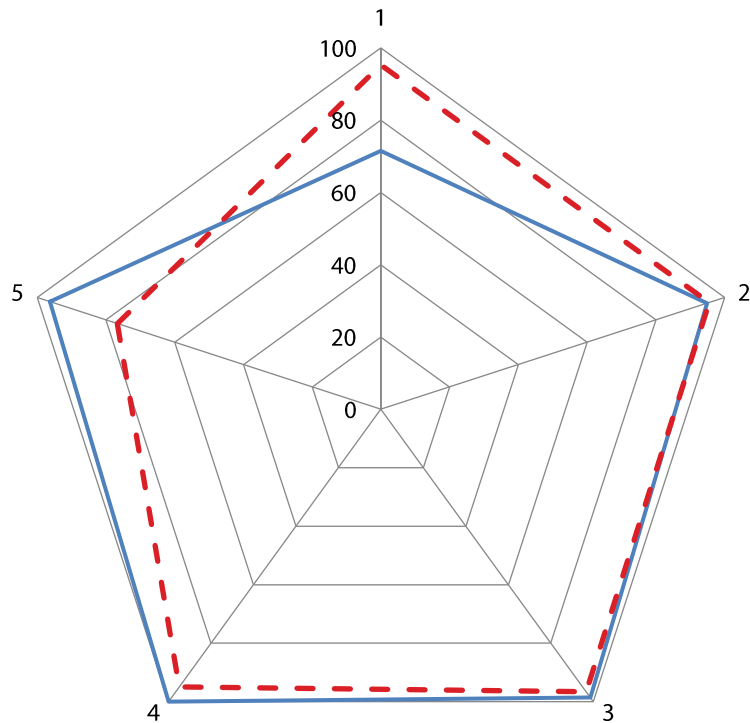
Detailed Functionality Graphs for Entersoft Mobile SFA

The following functionality benchmark graphs represent the quantity of support by Entersoft Mobile SFA for the functionality within each module identified in the TEC Focus Indicator, on a scale of 0 to 100 points. The closer the plotted value is to 100 (toward the outside in spider graphs, toward the top in bar graphs), the more functionality Entersoft Mobile SFA supports. The functionality of Entersoft Mobile SFA is shown in blue; an average of what competitor solutions offer is shown in red.

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Lead to Contract Management

The Lead to Contract (L2C) Management module provides features and functions that allow marketing and sales managers to structure and manage the entire commercial process within the sales organization. It functions as a sales engine which helps the deployment of the sales force, ensures control over the sales processes (from opportunity to contract), and aligns commercial workflow within the sales organization through focusing on processes, roles and tools. The subset of this function module includes Sales Lead Management, Opportunity Management, Account and Contact Management, Quotes and Proposals, and Contract Management.

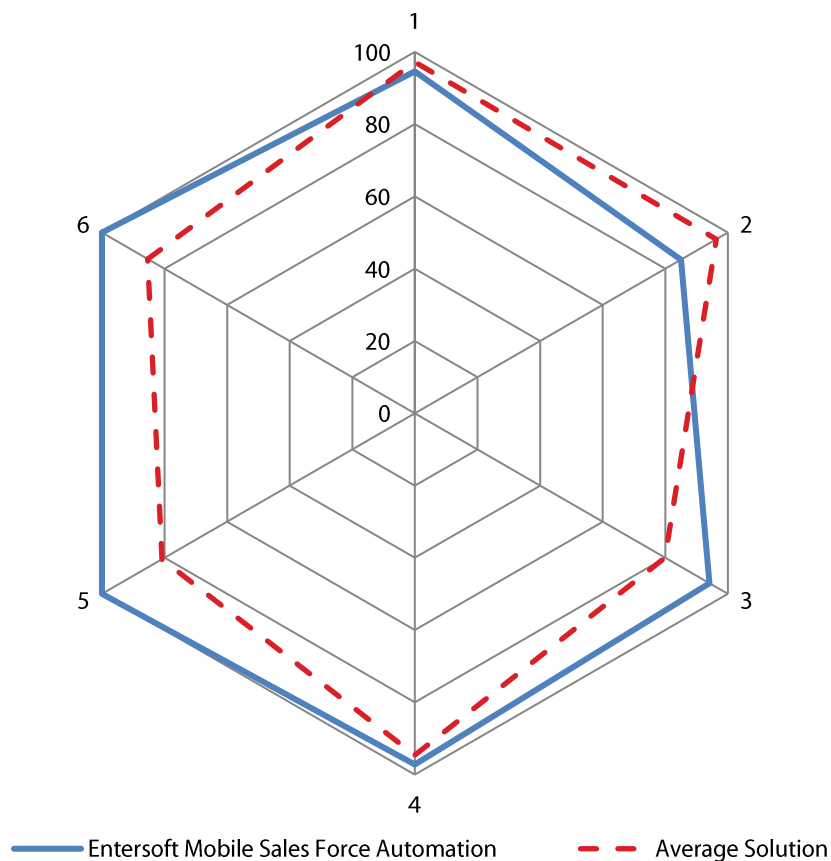


— Entersoft Mobile Sales Force Automation - - Average Solution

Criteria	Entersoft Mobile SFA	Average Score
1 Sales Lead Management	71.5	95.3
2 Opportunity Management	94.9	95.5
3 Account and Contact Management	98.6	96.6
4 Quotes and Proposals	100	95
5 Contract Management	96.3	76.7

Sales Activity Management

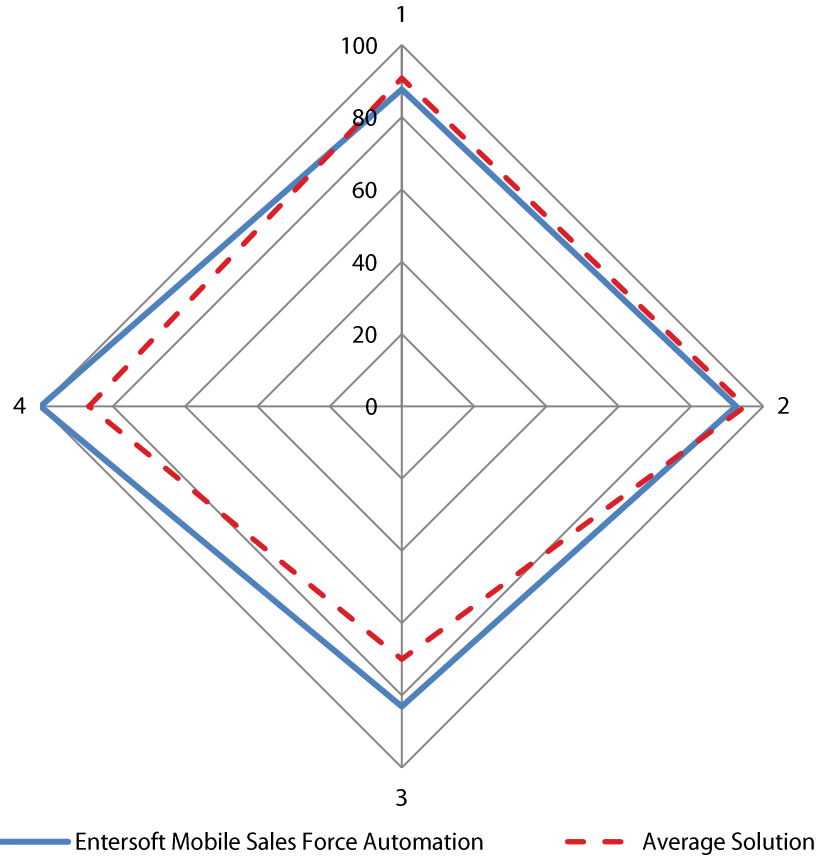
Sales Activity Management encompasses all the tools necessary for sales managers and professionals to plan, organize, control and evaluate their selling activities and efforts, with or without external partner(s). It regulates the critical routines for the sales organization to drive better results. Sub-modules include Activity and Territory Management, Sales Process Management, Project and Team Management, Partner Management, Internet Sales and Mobile Options.



Criteria	Entersoft Mobile SFA	Average Score
1 Activity and territory management	94.6	97.2
2 Sales Process Management	85	96.3
3 Project and Team Management	94.1	79.9
4 Partner Management	97.2	94.6
5 Internet Sales	100	80.8
6 Mobile Options	100	85.4

Analytics and Reporting

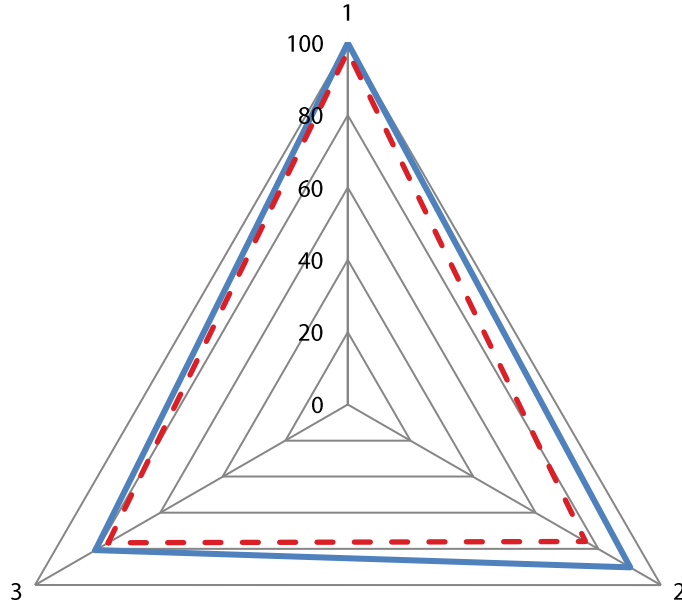
This function area addresses the product’s sales intelligence capability in providing both core and predictive analysis tools to the sales management team as well as to sales professionals via reporting and dashboarding. Core analytics tools examine the current state of sales activities and results, while predictive analytics helps users to identify trends and create sales forecasts. This module contains functional criteria covering CRM Data Management, Sales Forecasting, Analytics, and Reporting.



Criteria	Entersoft Mobile SFA	Average Score
1 CRM data management	87.7	90.8
2 Sales Forecasting	92.5	95
3 Analytics	83.1	70
4 Reporting	100	86.6

Extended SFA

The Extended SFA module is a collection of functional criteria that complement the core sales force automation features. It contains a Document Management module, a better Workflow engine, and Internationalization criteria.



— Entersoft Mobile Sales Force Automation - - Average Solution

Criteria	Entersoft Mobile SFA	Average Score
1 Document Management	100	97.7
2 Workflow	90.2	75.9
3 Internationalization	80.7	76.6

About the Author



Yu Chen is TEC's enterprise mobility management (EMM) analyst. He also collaborates on research topics such as customer engagement and field service management. Yu has more than 15 years of experience in IT business development and application analysis.

Before joining TEC, he worked as a team leader at one of Canada's largest B2B IT resellers for 7 years, helping business clients with structuring or upgrading storage and mobile application and hardware infrastructure. After joining TEC, he first worked as a senior consultant in Vendor Services, which enabled him to acquire in-depth understanding of software vendors' challenges and pain points. He helped develop programs assisting vendors across the world with content creation and competitive intelligence.

Chen holds an MBA in business policy and strategy from the John Molson School of Business at Concordia University in Montreal, Canada. She has also implemented feedback management software and trained end users and administrators in higher education institutions. Druta is proficient in customer-facing activities and project management, and has a working familiarity with customer and employee issues common to the retail, logistics, and fashion industries. Her background knowledge of Web site design and SEO further inform her understanding of critical enterprise software components.

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ENT130317