

# Challenge: Costly Inefficiencies in the Sales Process?

## My sales force



**... is tied up in non-sales relevant activities?**

“I could do one more sales visit per day if I was not wasting so much time searching for a strong and stable internet connection to access our intranet.”

– Zurich

## My channel partner



**... does not have the latest product information at hand?**

“All the time, money, and paper we spend constantly sending new product and price material to our channel partners; but do they even update their files properly?”

– Kodak

## My customer



**... would like to order but something hinders her/him?**

“If only I could pull more customers to my website for a direct interactive communication with them rather than having to go through our distributors.”

– Armacell



# Benefits: Cost Down – Efficiency Up

## My sales force



... can focus on selling

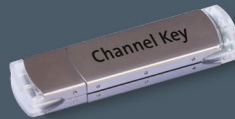


Up-to-date sales information always at their finger tips, whenever and wherever they need it

## My channel partner



... is always up-to-date



Product and price material automatically updated: fast, easy, and environmentally friendly

## My customer



... can order spontaneously



Convenient and emotional one-2-one communication, with high conversion rates from interest to action

# Why Philm: Extensive Sales Support Experience



versatel

Johnson & Johnson



PHONAK

BOMBARDIER



NESPRESSO.

IWC  
SCHAFFHAUSEN



AZAD

Kodak

Sotremo



Cartier

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