

Boost sales with information at your fingertips



HP Flow CM Professional provides sales reps with the most current marketing information for planning sales activities, presenting to customers, and creating proposals and agreements.

“A web-based document management solution can provide sales reps remote and mobile access to content and documents. It can also provide reps access to business processes, allowing them to participate in sales and marketing discussions.”

— Association for Information and Image Management (AIIM) 2012

Department
Sales and marketing

Did you know?
Over 50% of sales reps are insufficiently prepared for customer meetings.¹

Objective

Centralize your sales plans, proposals, agreements, marketing collateral, and corporate presentations. Plus, streamline document reviews and marketing and sales tool distribution processes.

Approach

Unify your sales and marketing content management and processes with HP Flow CM Professional. Version controls and notification capabilities help make sure your sales reps have the most current and approved information for new business opportunities.

A cohesive combination

Just like you, many companies see the need to better align sales and marketing efforts in order to:

- Help sales teams feel confident they are presenting current product and service content, as well as accurate proposal and contractual information to customers.
- More effectively share and review sales and marketing materials, making sure that they are on brand, messages are on target, and content is optimized based on the delivery platform.
- Confirm pricing and new product specifications are current before being presented and shared publicly with clients or partners.

Put your best foot forward

Help make your sales reps shine. Give them the assurance they need to know they are presenting customers with the most up-to-date promotional materials, product datasheets, pricing, presentations, sales agreements, and terms and conditions.

Easily store and share sales and marketing information using a single, online source. Keep your sales teams engaged with customers and focused on closing sales, and reduce their time spent searching for or downloading customer-related communication and supporting files.



Make accessing critical sales documents even faster using the HP Flow Sync tool. Available on all devices that have HP Flow CM Professional installed, the tool makes finding and retrieving information quick and efficient.

Make sharing content easier

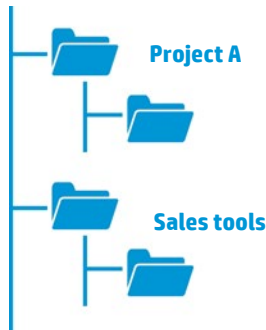
HP offers your sales and marketing teams a complete set of proven tools for document capture, storage, sharing, retrieval, and more. With HP Flow CM Professional you can:

- Streamline proposal development by creating folders for sharing files across business groups for updates and reviews. Since proposals are stored online, files are easily accessible for sales reps on the road, and reps can send customers secure links to final proposal files for review and approval.
- Efficiently conduct reviews of marketing collateral and product documentation using shared folders with access and version control features. And, automatically send sales reps alerts and notifications of final documents, which can be retrieved using a PC, tablet, or smartphone.²

HP Flow CM Professional

A more efficient way of delivering sales and marketing information to sales teams

Marketing folder for storing sales tools



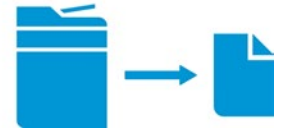
Alert sent notifying sales team of an updated or new document



Access documents using a mobile device



Print files from an MFP



Did you know?

The average time per day spent looking for paper documents, document files, emails, intranet, and web pages is 51 minutes.³

Get information to your sales team even faster than before

With our online, cloud-based solution, you can simplify and speed up the process for delivering new and updated sales and marketing information to your sales team. In a snap, your marketing department can easily create a folder specifically for reviewing, sharing, and storing sales tools within HP Flow CM Professional.

Now, when your marketing department updates a product price sheet that is stored in the designated sales tools folder, an automatic alert is sent notifying sales reps an updated price sheet is available. Once sales reps receive the notification, they can download the new price sheet from virtually anywhere using their tablet or smartphone while on the road.² Even more, sales reps can print the updated price sheet directly from an integrated HP MFP while in the office.

Not only are your sales reps more assured they are presenting and sharing accurate information with customers and partners, but marketing is also able to monitor document downloads and ensure sales reps are using the most current product information and tools. Reporting features also enable marketing to review and track marketing asset usage to gauge tool effectiveness.

Security from a stable, trusted technology leader

Count on the world's largest technology company to safeguard your important documents. Rely on enterprise-level security for sending, storing, and retrieving valuable business information. With the same powerful security Autonomy—an HP company—uses to support leading banks, legal firms, and stock exchanges, you can be confident your files are accessible only to those you choose.

Get started today

When choosing HP solutions, rely on HP Document Solutions Specialists—your trusted advisors. They have been trained to help you assess your business needs, install the solutions that can enhance your organization's effectiveness, and provide ongoing support. Contact your local HP Document Solutions Specialist or HP representative for more information about HP Flow CM Professional and other imaging and printing applications that will help you keep your business running smoothly.

Learn more at

www.hp.com/go/flowcmprofessional

¹ Source: <http://idgknowledgehub.com/it-buyers-speak-out/2010/04/21/>.

² Requires an Internet connection. Supports Internet-capable mobile devices running iOS or Android with separately purchased wireless Internet service. Separately purchased data plans or usage fees may apply.

³ Source: <http://www.aiim.org/Research-and-Publications/Research/Industry-Watch/Paper-Free-Capture-2012>.

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