

PROVIDING EASY, CUSTOMIZABLE MOBILE APPS FOR TODAY'S SALES FORCE

ODOLIUM

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TEC SPOTLIGHT REPORT

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Providing Easy, Customizable Mobile Apps for Today's Sales Force

“At Odolium, our goal is to help companies or professionals to make sales easier thanks to smart, beautiful, easy, and customizable mobile apps.

We are creating and selling mobile solutions that are easy to order, set, deploy, and use for everyone without any technical background.

Finally, we think that, today, the market is waiting for customized and high-branded sales tools and that is why we develop this mobile suite highly customizable.”

–Vivien Poujade, Chairman and Founder, Odolium
www.odolium.com

Company background

Based in France, Odolium develops and promotes a software-as-a-service (SaaS) platform that offers personalized mobile apps for both smartphones and tablets. These applications function as templates that clients can adapt to their own needs with the goal of making teamwork more effective. Indeed, the vendor has primordially focused on the commercialization of sales enablement mobile applications.

The value proposition offered by the vendor is to make sales technology accessible to all sales reps, regardless of their technical knowledge, by creating smart, fast, and customizable mobile solutions. Its flagship products for sales enablement are Cloud-My-Media and Use-My-Forms.

The Odolium app suite

A critical challenge for Odolium was to automate the entire customer subscription cycle, from order to product delivery. The ultimate goal was to enable customers to become totally independent from the vendor and gain control of their software solutions. Indeed, clients are able to order, deploy, and implement the Odolium solutions to all team members in a matter of hours. This is in line with contemporary concerns expressed by companies with respect to time management, as they do not want to waste time waiting for continuous support from the vendor. Odolium made a conscious decision to simplify its subscription

model, such that customers can manage it by themselves, with minimum assistance from the vendor.

The Odolium brand was designed to target small and medium businesses (SMBs) with a sales force that counts up to 100 reps—equipped with mobile devices. From a vertical perspective, Odolium caters to SMBs with a strong sales force that are active in the services and products sector, including, for example, medical devices retailers and home furniture retailers. The common thread between these verticals is that they require strong marketing branding when engaging customers.

In response to these needs, Odolium provides easy-to-use tools that sales reps can rely on to deliver sales presentations and reports. Clients can order Odolium applications via the vendor's web site.

Upon subscribing online to the Odolium products, clients receive an invoice describing the products that they have purchased, ensuring that communication between the vendor and its clients is always clear. The people administering the system at the client's site are granted access to the Odolium administration platform—from where they are able to manage their personalized solutions. Once administrators set up the system, end users can download apps via App Store, Google Marketplace, Windows Marketplace, etc.

Odolium offers its set of products standalone, via a subscription model, or as part of a larger marketing advisory service where it provides help with media file design and production.

Access media files on the go with Cloud-My-Media

The Cloud-My-Media app presents the opportunity for sales forces to have access to all media files in a single place (figure 1). This is a highly brandable product not only at company level but also at the unit, division, and department levels. The applications follow a hierarchical folder structure, which contains various types of media files such as PDF, images, videos, web site links, or links to external apps. Files are visually browsable (thanks to automatically generated thumbnails), allowing users to present complex product configurations by moving from image to image with ease.



Figure 1. Odolium Cloud-My-Media screenshot

The Cloud-My-Media platform sends updates when documents are modified and subsequently replaced. Thus, when an administrator makes an update on the server, sales reps (i.e., the end users) are notified regarding the option to run a file update or not—depending on the quality of their Internet connection. Auto-updates are also available. Cloud-My-Media was built by considering that data security and privacy have become very important concerns for most companies today, allowing administrators to easily set up global permissions for every folder.

The solution follows a clear folder structure, obviating the need for administrators to have technical skills. They can easily upload, override, and delete files, and most importantly organize them in folders. In fact, the application allows for keeping documents related to products, clients, or campaigns in individual folders, thus affording sales teams the opportunity to easily share information internally with each other and externally with clients. Media files can also be ordered in a relevant sequence for product presentations. The application is also adaptable to both landscape and portrait formats, allowing users the flexibility to better represent products.

In short, the main benefit of Cloud-My-Media is an entirely customizable interface (navigation bar colors, background, logo, sub-folder icons, etc.), resulting in visually attractive interface for end users.

Data collection simplified with Use-My-Forms

This template-based application gives company sales reps and team members the opportunity to utilize forms in order to simplify business communication and build reports (figure 2). This eliminates Excel-based forms and paper forms. As users collect data from various sources—from customers that want to place certain orders, for example—a company can standardize and consequently simplify its data collection and sharing process. It can do this by using online forms that capture the required product, delivery address, delivery dates, and so on.

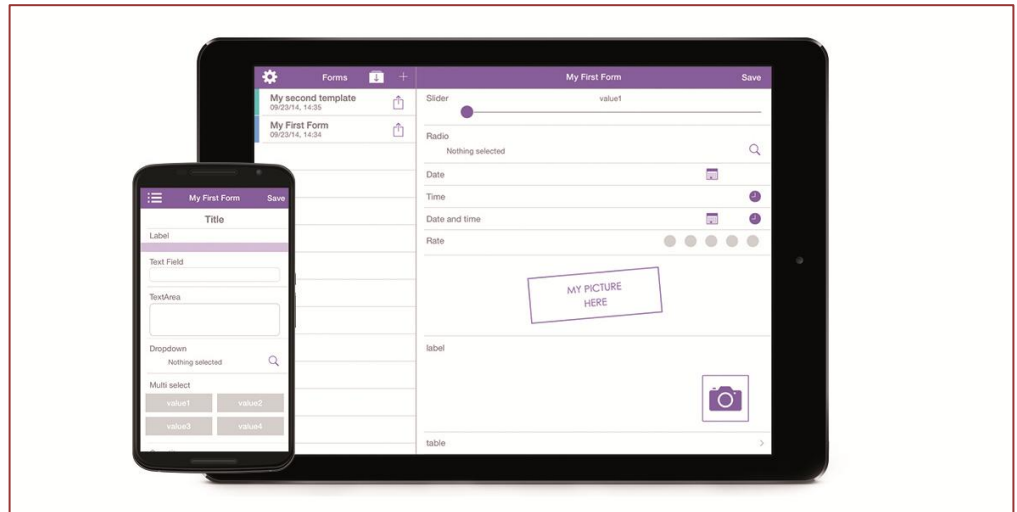


Figure 2. Odolium Use-My-Forms screenshot

In addition, forms can include configurable predefined lists of components that are available for purchase—an option that guides users through available options. Forms are customizable, such that new fields can be added to indicate highest-priority items, for example. Once completed, forms can be automatically sent via email thanks to the ability of the Use-My-Forms solution to integrate with all available email platforms. The completed forms can be also uploaded on the applications' server to be consolidated in a single database for all users of the same company. This allows the administrators of Use-My-Forms to filter them and export them to Excel files for the purpose of compiling stats, surveys, or data/customers files.

From an administrative perspective, the solution has the option to modify the position of each component with the help of ascending and descending arrows. In addition, the tool includes features to add, delete, and modify components, as well as the option to make certain fields mandatory. Fields can be shaped in different ways: drop-down menu, text box, radio button, etc.

Today, businesses of all sizes are handling some of their operations on mobile devices, and field activities are an important part of that. Use-My-Forms offers platform independence, enabling its forms to be used via any operating system (Android, iOS, [Windows under development], etc.) or device (smartphone, tablet, laptop, [and desktop under development]).

In short, the main benefits of Use-My-Forms include the presence of customizable forms that rely on more than 18 different components that are easy to drag and drop into the template (text area, text field, radio button, check button, smileys, slider, yes/no, combo box, photo, date, etc.). Some additional added value components under development include signature and annotations (with the aid of a pen to control precision).

The user perspective

Headquartered in France and in the United States, Medicrea, a medical devices company that employs about 130 employees, specializes in spine implants for orthopedics applications. The company wanted to be able to offer its sales reps a tool that would facilitate field presentations on any device and from any location.

Main app selection requirements included:

- Ability to support a large variety of the media files (PDF, pictures, videos)
- Ability to follow the brand identity of the company
- Accessible online and offline
- Easy way for management to send updates to their teammates

Cloud-My-Media has been the winning solution for this customer because of its ability to be deployed in few hours across the entire sales team. Moreover, the app registered high adoption levels by both sales reps and managers due to its ease of use and flexibility. Cloud-My-Media matched all the aforementioned customer requirements at an attractive cost.

Moreover, Medicrea is currently testing Use-My-Forms to deploy it to its sales team in order to increase the quality and the frequency of their reporting.

The road ahead

In the next months, Odolium will add additional functionality to its applications to make them faster and more powerful. New features include: a search option, and app configuration based on zip folders for Cloud-My-Media. The vendor envisions adding complementary products to its suite, as well as providing better integration between its different mobile apps with the goal of enhancing the user experience.

Finally, from a strategic perspective, Odolium is in the process of forging a partner ecosystem with large tier-one vendors in order to sell its set of applications via their app stores or app marketplaces.

Conclusion

Odolium is active in the sales enablement space with its software apps that help sales teams to access marketing media materials during field presentations from any device. Principal benefits of the Odolium suite count the following:

- Do-it-yourself interface for administrators to manage users and contents of apps
- Offline and online modes
- No training or technical knowledge required
- Deployment and implementation in less than two hours

Odolium Cloud-My-Media is ideal for small and medium size companies that want to arm their sales force with simple and efficient on-the-go access to sales presentation documents and mobile forms. The solution pertains to the class of sales enablement platforms that help sales forces to communicate with today's buyers, which expect to see personalized presentations that reflect their specific requirements and to be able to place orders on the fly through mobile forms.

With increased pressure on sales professionals to advise and educate customers on their buying decisions, the right content and tools have to be available to sales forces. To demonstrate expertise and tangible business value to customers, Odolium ensures that sales professionals can access contextually relevant media files to each selling situation, at any time and from any location.

Odolium is a folder-based document management mobile solution that allows users to easily create folders and sub-folders and to share collateral among salespeople based on roles. Furthermore, with the Use-My-Forms application, Odolium allows companies to move from manual paper-based processes, Excel, and email to automatic forms on tablets and smartphones.

About the Author



Raluca Druta holds a graduate diploma in computer science, and brings in-depth knowledge of various industries and their related business fields to TEC's research. She has experience as a consultant for IT firms in the areas of conflict management resolution and recruiting and staffing.

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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