



# APP IDEA GUIDE

Mobile app ideas to keep  
business moving

# INTRODUCTION

The world's gone mobile. Now your employees are asking for mobile apps so they can access company data and functions wherever they go. On any device. At any time. Answer the call for mobile apps across the enterprise with the help of Salesforce App Cloud. This Idea Guide will show you ideas for mobile apps in four key areas of your company:

## IT

Keep IT humming with apps for managing licensing, help desk, intellectual property, and other core functions.

## HR

Apps for everything from recruiting to social intranets.

## Field Ops

Drive productivity with apps like order fulfillment and case management.

## Marketing

Ad scheduling. Production scheduling. Channel Management. Collateral tracking. And more.

## Operations

Manage deliveries, supply chain, inventory, and more.

## Finance

Help the finance department really run the numbers, smarter. And faster.

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Plus you'll learn how App Cloud is the launching pad for apps to help you run your business from anywhere, with 50% faster app development lifecycle and 478% ROI.



# FIELD OPS APPS:

MOBILE APP IDEAS TO  
KEEP BUSINESS MOVING

## MOBILE APPS YOU COULD BUILD TO HELP FIELD OPS RUN FASTER



### Logistics App

End the need for paper and connect delivery drivers to each other and headquarters with a mobile app that tracks deliveries for sales, service, and operations.



### Service App

Empower your entire organization to collaborate and swarm every case, from anywhere.



### Case Management App

Enable your ecosystem to coordinate the delivery of services and care around your customers' needs.



### Field Ops App

Get customers up and running faster with accurate arrival windows, work orders in one place, and the ability to troubleshoot on the fly.



### Order Fulfillment App

Take, manage, and fulfill orders in real time with dashboards and alerts on every device.



### Troubleshooting App

Give service reps what they need to solve technical issues and assign support techs with the click of a button.

## SPOTLIGHT APP: ADP



ADP built an entire suite of mobile-optimized apps—from order management to itinerary planners—on Salesforce App Cloud. Now employees in the field do more, including getting contracts signed on the spot.

ACCORDING TO IDC,\* SALESFORCE APP CLOUD DELIVERS:

**50%** Faster app development lifecycle

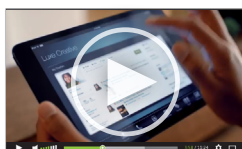
**44%** More new applications delivered

**478% ROI**

[See the IDC white paper >](#)

\* IDC White Paper, sponsored by Salesforce, "The ROI of Building Apps on Salesforce," Junly 2016.

## NEXT STEPS



[Watch the Salesforce App Cloud Demo >](#)



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# MARKETING DEPT APPS:

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KEEP BUSINESS MOVING



## MOBILE APPS YOU COULD BUILD TO HELP MARKETING RUN FASTER



### Marketing Collateral App

Access, share, and collaborate around all of your marketing content in one place; bring third parties and agencies into the conversation in secure private groups.



### Ad Scheduling App

Find all your campaigns in one place with details just a screen away. Plan, track, and manage your campaigns directly from your mobile device.



### Projects App

Manage key projects and campaigns such as go-to-market or launch events right from your phone so you never miss a milestone.



### Production Scheduling App

Appoint and track producers, directors, designers as needed, in seconds. Keep tabs on who's available and who's not.



### Channel Management App

Increase indirect revenue and manage distribution partners more effectively.



### Ad Inventory App

Provide reps with easy access to available ad inventory so they can see what's changed—even during lunch.



### SPOTLIGHT APP: BROWN FORMAN

Brown Forman built an app to share content and collateral across their different brands. Employees can customize views to see relevant product and promo updates.

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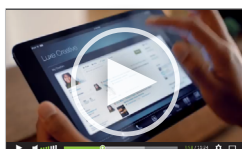
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# HR APPS:

## MOBILE APP IDEAS TO KEEP BUSINESS MOVING

### MOBILE APPS YOU COULD BUILD TO HELP HR RUN FASTER



#### Social Intranet App

Create a community of HR professionals to share best practices, job listings, and answer questions.



#### Recruiting App

Hire top talent by automating and tracking every interaction, interview stage, and follow-up.



#### Employee Onboarding App

Automate the process of recruiting, training, and managing new hire orientation all on one standardized platform.



#### Learning App

Access, share, and collaborate around all of your HR content in one place; bring third parties and agencies into the conversation in secure private groups.



#### Time Off App

Help employees ask for time off with an app that helps them schedule it and get approvals, fast.



#### Contracts App

Manage and view every contract in a single location. From any device. And from anywhere.

#### SPOTLIGHT APP: KELLY SERVICES



iPad users can search, browse, and download white papers, research, industry reports, and videos on key employment issues facing the global workplace today.

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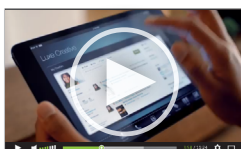
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# OPERATIONS APPS:

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## MOBILE APPS YOU COULD BUILD TO HELP OPERATIONS RUN FASTER



### Deliveries App

Turn drivers into sales, service, and operations heroes with a mobile app that ends the need for paper and connects field employees to each other and headquarters.



### Project Management App

Get projects done on time by connecting every employee with a social network—ensuring deadlines are met and resources are aligned.



### Supply Chain App

Streamline supplier relationships, see current inventory levels, and collaborate on orders from anywhere.



### Inventory App

Reduce costs and maximize profits by managing the day's stock on hand and giving everyone in the company visibility into all of the inventory, wherever it is.



### Warranty App

Track and manage warranty exposures across every product line and catch product defects faster.



### Inspection App

Log, verify, and report on inspections from any mobile device for everything from office space to warehouses.

### SPOTLIGHT APP: KIMBERLY-CLARK



Kimberly-Clark's Professional Healthy Workplace app for the iPad lets the business-to-business operations team track cleaning projects and share progress with customers in real time.

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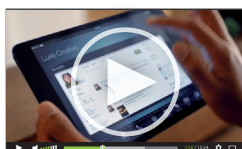
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# FINANCE DEPT APPS:

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## MOBILE APPS YOU COULD BUILD TO HELP FINANCE RUN FASTER



### Account Onboarding App

Make new account enrollment a fast and easy experience—any channel, anytime, any product (one or many). From anywhere.



### First Notice of Loss App

Respond to insurance claims, from anywhere, and get customers paid faster than the competition, increasing satisfaction and retention.



### P.O. Tracker

Track open purchase orders from start to finish, including detail terms, requisition numbers, stock and shipping information, and more.



### Compliance App

Make it simple to navigate operational regulations through built-in app rules, disclosures, document enforcement, reporting, and management visibility.



### Commercial Onboarding App

Take the complexity and confusion out of multi-product setup and fulfillment—turn it into an app that drives speed, efficiency, and customer satisfaction.



### Small Business Portfolio App

Stay on top of your portfolio of SMB customers. Service, cross-sell, and manage exposure, activities, events, and alerts from a single application.

## SPOTLIGHT APP IDEA: QUOTING APP



Increase your sales throughput and gain better deal quality with faster quoting. Pre-qualify your prospects in real time on any device.

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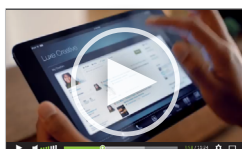
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# IT APPS:

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## MOBILE APPS YOU COULD BUILD TO HELP IT RUN FASTER



### Software Development App

Automate the agile development process by tracking every story in one place so you can build faster for every department.



### Quality Control App

Capture, track, and report on the results of every step of the QA process to reduce defects and increase profits.



### Projects App

Manage key projects. Track progress on initiatives. Keep tabs on milestones.



### Licensing App

Increase visibility and save money on redundant software licensing costs by tracking and managing them all in one place.



### Intellectual Property App

Source and track the patent submissions of the most valuable ideas in your company. Reward the best ideas, faster.



### Help Desk App

Keep tabs on tickets; follow cases until they're closed. Swarm problems with teams no matter where they are.

“We're able to better leverage data with Salesforce. We're creating more value with that data - we can use it to upsell, to price more effectively, to drive more profit, and to optimize price. I'd say that's \$1 million in value per year.”

—CUSTOMER FROM IDC WHITE PAPER

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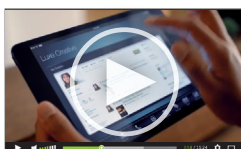
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# SUMMARY

In an increasingly mobile world, where development cycles need to be measured in weeks, not months, you need a scalable, secure, agile platform to meet the growing demand for apps from every department. Even complex business processes can be easily automated, streamlined, and simplified with apps tailored to the needs of any department.

Salesforce App Cloud is your one-stop shop for building, running, managing, and optimizing apps using the same technology and expertise that fuels our success. Apps have become core to the future of every company and App Cloud is the platform you need to build and deploy trusted apps for departments across your company.

What will you do with App Cloud?

| [GET STARTED TODAY](#)

Click here for more information  
and a free trial.

