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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 the Salesforce1 Platform. This Idea Guide will show you ideas for mobile apps in four key areas of your company:

Field Ops

Drive productivity with apps like order fulfillment and case management.

HR

Apps for everything from recruiting to social intranets.

Finance

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

Marketing

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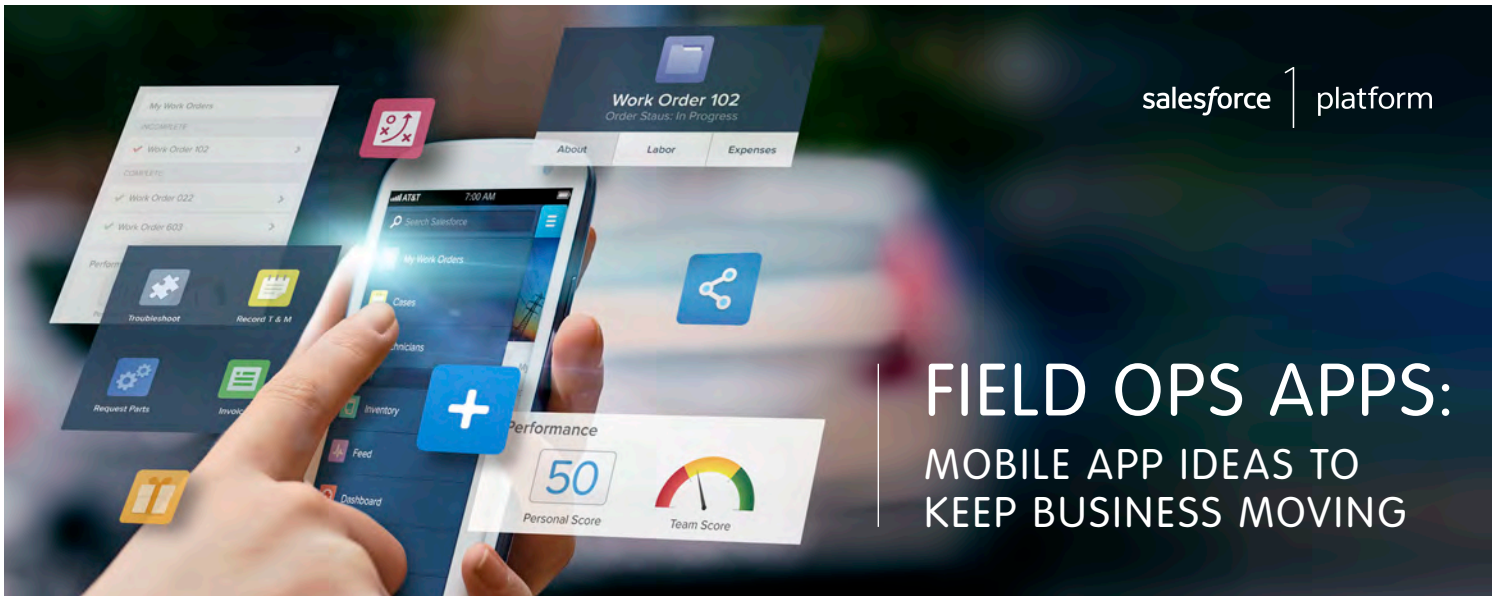
Operations

Manage deliveries, supply chain, inventory, and more.

IT

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

Plus you'll learn how the Salesforce1 Platform has been the launching pad for apps to help you run your business from anywhere, with 70% faster app development times and 520% ROI.

FIELD OPS APPS:
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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.

Order Fulfillment App

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

Case Management App

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

Service App

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

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.

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 the Salesforce1 Platform. Now employees in the field do more, including getting contracts signed on the spot.

ACCORDING TO IDC,* THE SALESFORCE1 PLATFORM DELIVERS:

80% More apps developed

70% Faster app development

520% ROI

See the IDC white paper ›

* IDC white paper, sponsored by Salesforce, "Salesforce1 Platform: Accelerate App Dev with Huge ROI," February 2014.

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MARKETING DEPT APPS:
MOBILE APP IDEAS TO 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.

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.

Channel Management App

Increase indirect revenue and manage distribution partners more effectively.

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.

Production Scheduling App

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

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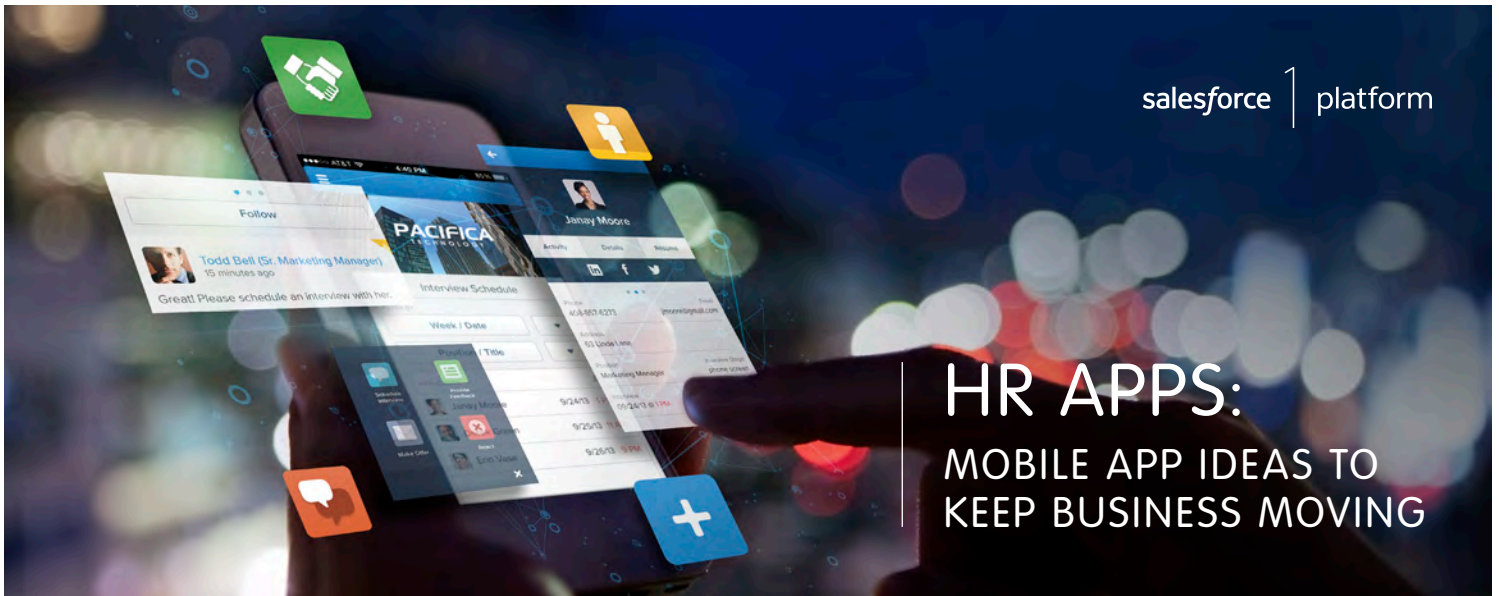
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HR APPS:
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MOBILE APPS YOU COULD BUILD TO HELP HR RUN FASTER

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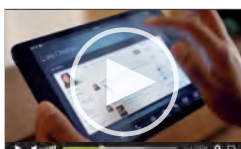
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OPERATIONS APPS:
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MOBILE APPS YOU COULD BUILD TO HELP OPERATIONS RUN FASTER

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.

Inspection App

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

Warranty App

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

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.

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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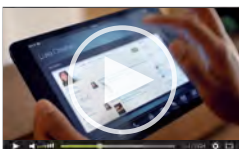
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FINANCE DEPT APPS:
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MOBILE APPS YOU COULD BUILD TO HELP FINANCE RUN FASTER

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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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.

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

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

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

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

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

"Salesforce facilitates a more holistic solution, such as the integration of many applications, and offers a holistic approach to re-envisioning business applications."

—CUSTOMER FROM IDC WHITE PAPER

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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.

When you build mobile apps on the Salesforce1 Platform, you are building on the experience of the leader in enterprise cloud computing. From onboarding and inspections, to recruiting and inventory, companies are using the Salesforce1 Platform to innovate how employees stay productive. Now you can connect employees to your business easier than ever before with mobile apps, employee communities and more, all built with the power of Salesforce.

What will you do on the Salesforce1 Platform?

Get started today. Visit **salesforce.com/employee-demo**

For more information and a free trial,
visit us at www.salesforce.com/in/platform

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THE CUSTOMER SUCCESS PLATFORM