PERSUASION

- *Always have the latest marketing collateral on your sales reps' iPads*

- *Your reps quickly find the documents they need with just a tap of a finger*

- *Manage all document delivery from a simple SharePoint® interface*

Pervasent's Persuasion allows you to take control of your document distribution process and deliver up-to-date marketing and support content to the best device available for sales and service calls – the iPad.

Using Persuasion, sales reps can be confident they've got immediate access to the sales and marketing materials they need anytime and anywhere. Your reps focus on selling, not managing documents.

The iPad is the ideal device for ad-hoc, "in-the-hallway" meetings with customers. No waiting for a laptop to wake up or awkwardly trying to balance a bulky device in one hand while clicking through multiple file folders to find the latest materials.

Sales reps just tap on Persuasion on their iPad and they're ready to go. Called into the conference room? Connect the iPad to a projector or HDTV and you're all set to make a presentation.

UNIVERSAL PROBLEM, SINGULAR SOLUTION

As companies have transitioned from paper to electronic documents, one thing has remained constant – getting the latest information to sales, account and service reps is an on-going challenge for most organizations.

Old datasheets, outdated price lists and superseded service bulletins fill-up laptop hard-drives. Information for new products never seems available. Product managers spend valuable time fielding basic support calls.

New file sharing solutions such as Box.net exacerbate the problem by making it even easier to inundate your sales staff with incomplete and quickly-dated collateral.

Persuasion takes a unique approach, leveraging the Microsoft SharePoint® platform that thousands of companies large and small use every day to share information and manage content.

Product marketers and sales support staff organize "portfolios" of documents using a customized SharePoint interface. Each portfolio can contain any number of documents in standard Apple, Microsoft Office and PDF formats.

Content managers can apply fine grain control over portfolios, specifying who should receive what documents, when to download documents and when documents should be archived and removed from iPads.

The SharePoint application can be deployed on your own SharePoint server or hosted on a service such as Office 365 *(coming soon)*. It's up to you.

Presentations, videos and documents are automatically delivered to your sales reps' iPads. Updates are sent the minute they're available. Support staff time to prepare and distribute collateral is cut in half.

Downloads are transported through secure channels, such as your company VPN. **A lockbox system in the iPad** app requires users to login to access your proprietary documents.

Content can be viewed in Persuasion or opened for editing in applications such as Keynote on the iPad. Within Persuasion, an enhanced PDF reader lets users zoom in and swipe through the largest documents without delay.

HITTING THE RIGHT NOTES

Sales reps often need to annotate a document for a customer, whether circling the quoted cost in a pricing table, highlighting relevant features or documenting special requirements in a text note.

Persuasion's full set of intuitive **pen, highlighter and note tools** automatically time-out, so reps can quickly add notations to PDF documents without having to remember to turn off a tool before moving on.

Multiple pen and highlighter colors allow reps to color code annotations. An "annotation navigator" provides one tap access to any annotation in a portfolio. Sales reps can quickly find that note that they knew they had made.

Documents can be emailed to customers directly from Persuasion. Annotations are preserved in native PDF format and can be turned off and on in PDF readers.

A CUSTOM FIT

While Persuasion's out-of-the-box design sets a high bar, Pervasent can customize the app to reflect your organization's unique branding.

From the app icon and splash screen to cover formats and colors, the Persuasion app can be tailored to create a custom look and feel. The SharePoint framework can also be adapted for your business requirements.

Whether in standard form or customized for your organization, Pervasent provides the professional services and ongoing support to ensure the success of your Persuasion deployment.

Simply put, we care as much about your application as you do.

- *A full set of annotation tools for adding notes to documents*

- *Email annotated documents to customers directly from the app*

- *Customizable to reflect your unique branding and requirements*

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"With Persuasion, your reps focus on selling, not managing documents."

- Stuart Williams, CEO, Pervasent

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