

## REDEFINING CUSTOMER RELATIONSHIP MANAGEMENT

Effective and efficient customer interactions are critical to long-term success, that's why CRM solutions have become an essential mainstay of the business world. But CRM is taking on new meaning with 360 CRM™ for Life Sciences. 360 CRM creates a renewed focus on building deeper relationships with customers, and on integrating data and market intelligence to better target and acquire new ones.



Designed to simplify and accelerate the unique business processes of the Life Sciences sales organization, 360 CRM is built on the industry's leading CRM tool, Salesforce.com, and uses their leading cloud computing platform, Force.com.

## TRANSFORMING RELATIONSHIPS INTO LOYALTY

360 CRM is redefining customer relationship management, making it more accessible, functional, integrated and flexible than ever before. For Life Sciences organizations, that means the sales team is empowered with real-time data on contacts, customers and accounts. They spend less time logging calls and doing paperwork and more time connecting with customers and building deeper bonds – the key ingredient for driving lasting loyalty.

## EMPOWERING THE MOBILE WORKFORCE

360 CRM for the iPad is designed for the specific requirements of the Life Sciences mobile sales team. With features like advanced signature capture, validated samples management and virtual inventory management, 360 CRM makes everyday business functions faster and simpler than ever before.

Real-time, online or offline access to customer intelligence with wireless background data synchronization on nearly any type of mobile device makes 360 CRM an essential tool for the mobile workforce. Whether your team uses laptops, tablets, iPads, smartphones or other mobile solutions, 360 Vantage can create a CRM solution that is easy, intuitive and efficient.

## 360 CRM BENEFITS

- Full-featured CRM accessible from any mobile device
- Real-time online and offline data access
- Virtual inventory management
- Validated samples management
- Built-in learning management system (LMS)
- Single sign-on
- Analytics through reports and management dashboards
- Background wireless data synchronization
- No required upgrades
- Lower total cost of ownership compared to legacy and traditional SaaS applications



## 360 SERVICES BENEFITS

- Unparalleled time to value
- System and data integration
- Pre-validated solutions
- Dedicated, ongoing support
- Full service ongoing:
  - Data Analytics
  - Automation
  - Change Management
  - Enhancements
  - Ad-hoc Requests

## SUPPORTED MOBILE PLATFORMS

- Apple iOS
- Google Android
- Microsoft Windows



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**CLOUD ALLIANCE  
PARTNER**

For more information on 360 CRM or other 360 VANTAGE® solutions for Life Sciences, contact a representative at 1.888.682.6824, or visit [www.360VANTAGE.com](http://www.360VANTAGE.com).