



## **MOBILE FORMS MADE EASY**

### **Datafield, The mobile forms solution, announces its commercial version at TC Disrupt !**

*Datafield introduces the most powerful Survey on Mobile solution, available at a competitive price. At least, enterprises have a chance to empower their mobile workers and go paperless, taking advantage of BYOD trends.*

After gaining strong endorsement during Beta phase for its onsite data collection solution, Datafield is launching its commercial/paid version during the TC Disrupt SF conference. Datafield is the most powerful [form and survey solution for mobile](#), available at a competitive price. At least, enterprises have a chance to empower their mobile workers and go paperless, taking advantage of BYOD trends.

Datafield, the mobile forms and survey solution, has been nurtured over the past 8 months following specific requests from large enterprises to access a tool to improve their field management operations. Some early customers, such as TNS (part of the KANTAR GROUP, the largest market research company) were looking after a mobile application to perform onsite mystery actions. The tool needed to be simple enough to be used for field workers, while powerful to allow some complex surveys creation with advanced conditional branching. In another industry, the Fast Moving Consumers Goods company UNILIVER needed a tool to gain direct reporting from their distribution networks, including a mapping of the best performers POS, with visual evidence of ongoing promotional campaign.

Antoine Déroche, Co-founder and CEO of [Datafield](#), speaks about the benefits of not rushing into the Commercial stage: "Giving Datafield the time to express itself in Beta version for a few months was a great choice. We discussed with users on how best the solution could fit their needs and we did re-think some of our processes. For instance, we have been rethinking our mobile Application, with a much improve user interface. We are now thrilled to use the TechCrunch Disrupt SF conference as a launching pad for our commercial version".

Datafield is proposing [3 different plans](#) (US\$ 49, US\$99 and US\$200) depending on the customer usage. There's no limitation with regards to the number of users and all packages are full featured.

#### **About Datafield**

*Datafield ([www.data-field.com](http://www.data-field.com)) is an onsite data collection solution with the ambition to empower enterprises over their field operations. Datafield is composed of a web based dashboard to create forms and a mobile application to perform those forms onsite and offline. Datafield provides corporation with a new set of actionable KPI – such as geo-stamped pictures - to improve their field operations management. Datafield is a pure B to B player and its mobile applications are dedicated to field workers or market researchers willing to get rid of pen, paper and camera. Datafield is disrupting a US\$ 30 bio market in taking advantage of the power of smartphones.*

**About TechCrunch Disrupt SF 2012**

*TechCrunch Disrupt SF 2012 (<http://techcrunch.com/events/disrupt-sf-2012/>) is TechCrunch's sixth annual conference in San Francisco. The format combines top thought-leader discussions with new product and company launches. During morning executive discussions, technology-driven disruptions in many industries will be debated. Afternoons are reserved for the Startup Battlefield, where 30 new companies will launch for the first time on stage, selected to present from more than 1,000 applications received from around the world. The winning company will receive a \$50,000 grand prize and the Disrupt Cup at the conclusion of the conference. The conference is Sept. 10-12, 2012, at The Concourse at San Francisco Design Center located at 635 8th St. (at Brannan) in San Francisco's downtown SOMA district.*