

compass rose media^o

Sales and Marketing Apps for iPads and Tablets

Turnkey strategy, creative, production and technical support

Compass Rose Media creates memorable interactive applications that deliver results. But more than that, we work with our clients to develop a unified strategy for deploying tablets and apps across their corporate structure and product lines for a consistent and cohesive approach.

Compass Rose Media specializes in all facets of tablet expertise: strategy, app creation, deployment, and support. We are an integrated media production agency—including interactive, video and animation—in business since 1992. We have extensive skill with interactive sales and marketing tools, information architecture, user interface design and creating potent user experiences.

We advise our clients on building in metrics that maximize results. We can deliver tools to measure which apps and which sections within those apps are used by your sales force most, and which are most effective with customers, allowing for updates and revisions as needed. We build custom and secure enterprise resource centers where your team can automatically receive updates. And when sales members leave the company, the apps can be remotely disabled from their tablet so there are no security issues.

“Compass Rose Media has been our partner for digital media for over four years. They have continued to show creative excellence and deliver as promised, including staying on schedule and on budget... We highly recommend them for any interactive media project.”

*Lisa Garvey,
Marketing Director,
Rambus*

O mobile innovation

Compass Rose Media's experience and the future for mobile apps:

Tablets are rapidly becoming one of the most powerful tools ever seen for sales and marketing applications—but the key is knowing how to tap into their inherent capabilities to deliver a meaningful interaction with your customers every time. Simply transferring printed materials to digital tablets isn't a successful strategy—to succeed, apps need to employ sound, video, and take advantage of built-in interactive capabilities to engage customers like never before.

That's where Compass Rose Media stands out, not just for our world-class digital story-telling abilities, but for our knowledge of mobile innovation and trends.

We track and employ mobile innovations in several ways.

- 1. Emerging technologies** The trends in devices and app deliverables, i.e. when to start paying attention and when to wait.
- 2. Fading technologies** How to know when a technology has peaked and is no longer relevant.
- 3. Enterprise Design** How to harness mobile technology for B-C Communications. Many app developers come from a background of creating games or utilities, and don't know how to tell a brand's story. We've devoted our careers to it.
- 4. User Interface (UI)** Development for mobile apps. Through years of experience, we've become expert at creating compelling user interfaces that work. One of the most compelling assets of tablets is their ability to allow functional intuitive experiences.
- 5. User Experience (UX)** We specialize in providing the WOW factor in UX. Your sales rep has secured the meeting and is in front of a potential customer. The impression means everything. A positive user experience translates directly to customer feelings about your products.

iPad project example

We recently developed a total turnkey solution for a major medical device company and are providing ongoing development and support. Here's a summary of that solution:

Strategic Planning. Our strategic plan outlined every detail necessary to support deploying new technology into an enterprise. We identified the types of apps critical to support the sales force, back-end platform requirements, technical requirements, and a solid distribution model to deploy apps and devices.

Deployment. We set up more than 500 iPads for deployment into the organization. That meant initializing an iPad for each employee, capturing the serial numbers to ensure secure access, and downloading the apps.

The Apps. We initially created three apps for the company. They include an interactive, comparative product data center, a new product brochure and a custom "How To" app, which shows how to use the enterprise's Apps Center, how to synchronize the apps, and how to access support resources.

Apple Keynote. We converted the company's PowerPoint sales presentation to Apple Keynote, specifically configured for the iPad, and placed it in the custom app center for easy downloading. Using Keynote on the iPad, the company's sales reps can quickly create custom versions for sales meetings and demos.

Secure Custom App Site. The company's sales staff can download updated apps, new apps and Keynote presentations. We also incorporated a push feature that notifies employees when a new app or update is available. All of the content is securely hosted on our servers.

Onsite training. We delivered onsite training with breakout sessions to explain the technology to the sales force.

Phone support. We have contracted with the company to provide phone support for the iPads. This covers the "I can't figure it out" questions, as well as, "I lost my iPad. What do I do?"

"Intuit hired CRM to design our interactive careers website, and the results have been amazing! I would highly recommend CRM for any interactive media or web project."

*Melissa Rutledge,
Employee Branding
Manager, Intuit*



experience

In business since 1992, Compass Rose Media has been developing sales presentation apps for many years. Each app we create is unique and has a specific audience with distinct requirements. We excel at focusing on an audience to deliver targeted messages. We have been developing iPad apps since the product's introduction.

The technology used to create and deploy the apps is equally important. We develop and deliver apps in many forms. Most recently we've been building apps for the iPad, but we are platform agnostic. We have deployed Adobe Air apps that, in addition to delivering content, can automatically update in the background. Some of the apps we deliver as web apps allow users to select a specific region and language for the app and we have extensive background with localizations. We use Flash technology to deliver point of sale apps. Some of the apps we develop are pushed by in-house IT resources. Every project is different. Our skill and experience enable us to create the right solution each time.

While the iPad and tablets have only been available for a short time, we've been creating apps for a long time and our clients benefit from that wisdom. The iPad is just another way to tell a story, and that's what we do best.

"CRM has become our technical expert when it comes to [interactive] apps. They are quick to understand our goals and then develop solutions that realize our needs."

*Terry Huang,
Global Branding
and Marcom,
Abbott Vascular*

partners

This is a partial list of current and past clients who have partnered with Compass Rose Media to create digital media tools:

- Abbott Vascular
- Intel
- Intuit
- Rambus
- Seagate
- Trend Micro
- Varian Medical



next

Please contact us to learn how we can help you develop your own coherent and comprehensive turnkey strategy for iPads and other tablets.

**For more information, call Jon Vaden at (831) 458-5910
or email jon@compassrosemedia.com**