POLUMANA

POLUMANA®
IN INDUSTRIAL MANUFACTURING

Companies in the manufacturing industry face several unique challenges. Rising costs are forcing companies to make processes more efficient and reduce costs. The shortage of qualified staff and competition from abroad are adding to the pressure. This is where digitalization comes into play and offers companies opportunities to adapt to the new circumstances. Our innovative sales app POLUMANA® is designed to assist with this change and ensure companies are ready for tomorrow. With POLUMANA®, companies digitize their sales representatives, optimize processes, and thus ensure an unhindered flow of data, processes and work.

What POLUMANA® can do for you

15 % less effort, time or resources.

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Up to **25%** more sales per order

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Return on investment in **< 2 years**

HOW POLUMANA®
# SUPPORTS YOU IN
INDUSTRIAL MANUFACTURING

Access information in real time – even offline

Current stock levels and availability cannot be viewed on site at the customer's premises, or at least not quickly enough. Prices are also subject to strong fluctuations – often due to promotions. For the sales force, it is not always possible to make reliable statements. With POLUMANA®, current stock levels and prices are always available in real time – even offline. This means you can keep your customers informed of current conditions at all times.

Less time on the road, more time with your customers

In the past, you had to make a decision: Spend an unnecessary amount of time on the road or invest a lot of time in planning your trips? POLUMANA® changes all that. The AI-supported app takes care of itinerary and route planning for you. It takes your predefined parameters into account, such as the time of your last appointment. But the best thing about it is that you stay in control. You decide where your tour should start and end, be it a round trip or a rally, and get to make personal adjustments. The result? Less time in the car and preparing, and more time for what really matters - your customers.
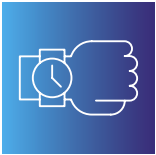
Making the best use of time

In a busy environment where you are often juggling multiple clients, there is limited time for each appointment. It is therefore crucial to use this precious time as efficiently as possible. With POLUMANA®, all relevant data from different interfaces is bundled into one application, and milestones can be defined in the app to ensure that all important points are addressed during an appointment. The result: appointments are conducted efficiently and professionally, optimizing sales processes and increasing customer satisfaction.

Prevent breakdowns before they happen

Machine downtime can become expensive fora company, which is why precise planning of maintenance intervals is crucial. POLUMANA® makes it possible to accurately predict main-tenance cycles and determine when parts need to be replaced. With just one click in the app, spare parts can be ordered promptly. This proactive approach leads to satisfied customers and strengthens the relationship by avoiding unnecessary downtime and optimizing machine performance. POLUMANA® keeps operations running smoothly and productively.

Preparation made easy

In a highly competitive environment, proper preparation is the cornerstone of success. This is where POLUMANA® comes in handy. The app not only contains all relevant CRM master data, but also the complete purchase history of your customers as well as all visit reports. The tedious process of compiling information before sales meetings is therefore a thing of the past. This increases your chances of success. After the appointment, visit reports are automatically generated by the app – saving you valuable time.

With a comprehensive data basis, POLUMANA® enables you to offer the best possible service to your customers.

WIDE-RANGING SALES SUPPORT

Mobile CRM

– Integrated customer view with data from ERP and CRM (if available).
– Mobile capture of visit reports, tasks, opportunities, and more.

Multimedia Sales Support

– Offline-capable, multimedia presentations with e.g. videos, photos, PDF documents
– Integration of marketing campaigns, step-by-step instructions, etc.

Mobile Intinerary Planning

– Automatic optimization by means of AI
– Consideration of sales figures, due dates and customer potentials

Digital Product Catalog

– Unlimited offline objects in the app
– Multimedia preparation (PIM/CMS)
– Cross- and upselling

Mobile Order Entry

– Incl. offline conditions, pricing & inventory information from ERP
– Different order types, such as quotations, manual stock, blanket orders

PUTTING THE
DIGITAL TRANSFORMATION
INTO PRACTICE

With the POLUMANA® sales app,
you benefit from:

All information in one application: POLUMANA® combines data from all common systems such as CRM, ERP, product catalog or media database.

Hardware independence – whether Apple, Android or Windows, POLUMANA® is ready for all devices.

Cost-effective flexibility when adapting applications to new requirements.

Offline access to data in real time

Seamless integration into your existing SAP or Microsoft solutions.

BLUE-ZONE GmbH is a manufacturer of software applications with over 20 years of experience in the end-to-end automation of business processes. The products, such as the POLUMANA® service and sales app, aim to make companies more efficient and successful. Over 18,000 active users confirm that we are on the right track.

blue-zone.io

contact@blue-zone.io