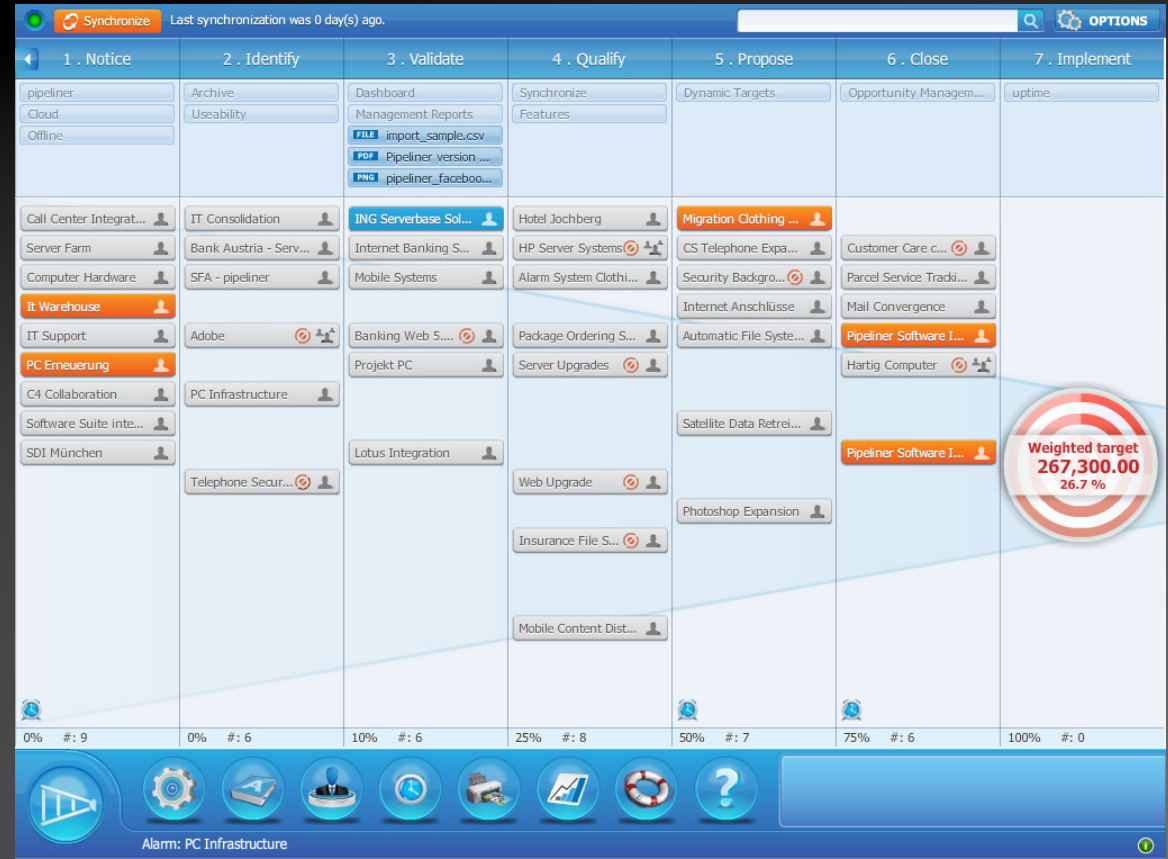




pipelinersales.com

Adobe® Flash® Platform



Finding a niche

Setting out to reinvent the way salespeople manage their pipelines and conduct business, pipelinersales.com adopted the Adobe Flash Platform to create a forward looking enterprise platform called pipeliner.

Using Adobe AIR® to deliver a rich Internet application (RIA), pipeliner enables sales professionals to manage their pipeline online or offline, from virtually any device. The solution gives them exactly what they need—a more intimate perspective of customer relationships, activities, and opportunities through a visually engaging, intuitive, and easily navigable interface.

An important consideration in developing pipeliner was the delivery of a solution that works across different operating environments and lets salespeople leverage information in creative ways. "Adobe solutions enable us to offer the best of both worlds," says Nikolaus Kimla, CEO of pipelinersales.com. "The Adobe Flash Platform—particularly Adobe AIR—provides a tightly integrated, interactive, and flexible online-offline environment to move data across desktop and mobile devices in a variety of ways that aren't possible with other platforms."





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Transforming the sales cycle

The pioneering application developed on the Adobe Flash Platform allows sales professionals to manage their most important data with a few clicks of the mouse through an interactive user interface. For example, with the application running in Adobe AIR, users can more easily transfer information from an e-mail or other contact management system right into form fields to create a new prospect record in seconds. The system automatically populates and saves data into back-end archives, which can be automatically synched at the next login if no Internet connection is available.

pipeliner is an innovative, flexible extension to traditional customer relationship management (CRM) systems. Adobe AIR enables pipeliner.com to bring the power of sales data back to salespeople online or offline, providing a unique method for managing, interacting with, and using information like never before. "What we've developed is the first 'Salesforce Empowerment' platform that changes the perspective of sales data management from a static overview to a dynamic library of powerful information that salespeople need," says Kimla.

New mobile advances in the Adobe Flash Platform enable pipeliner.com to reuse code to quickly create an application that works on more mobile devices, reducing efforts to deploy pipeliner and saving both time and money. "With the Adobe Flash Platform, we'll continue to innovate and provide a compelling experience across desktop and mobile devices that accelerate sales cycles," concludes Kimla.

Results

- Accelerated contact input and improved consistency of customer information management
- Enabled online and offline access to customer data on desktop and mobile devices
- Synched data from cloud- and server-based sources
- Created an intuitive, visually engaging user interface
- Accelerated application development with single code base for multiple mobile platforms



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