

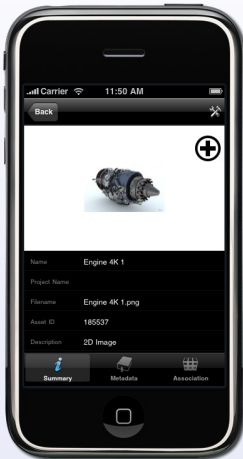
Maximizing the Value of "Deep Access Mobile"

Give your team instant access to your company's valuable information any time from anywhere!

On-site Maintenance

COMPANY: Industrial Machinery Manufacturer.

SCENARIO: A service technician is asked to attend to an urgent repair job en route to one of his regular jobs. He is not familiar with the exact model of the equipment he has been asked to fix, but does not have time to return to the office to do research.



Searching his company's product information database from his Deep Access Mobile enabled iPhone, he locates the model of the equipment and reviews a short video on disassembly and assembly of the part that needs replacing. It is a simple job that he can complete with standard tools and parts carried in his van. The client is up and running!

Reduce service and support costs.

Parts Catalogues at Your Fingertips

COMPANY: Aerospace Manufacturer.

SCENARIO: During a scheduled maintenance visit, your engineer realises a key component is due for replacement soon. However, this specific part is defined by the configuration of each model.

Rather than using confusing printed parts catalogue lists, he uses Deep Access Mobile to look up the machine's serial number and associated components to ensure he has the right one. At the same time he's notified that a new, more reliable component is now available. The client places the order for the part and schedules the next maintenance procedure.



Find the right and up-to-date product data faster.

"Always On" Marketing

COMPANY: Automobile Manufacturer.

SCENARIO: The CEO of a large automotive manufacturing company is attending an after work social function. He meets a valued customer, someone who replaces their car every year and has always purchased his company's brand of car. The customer asks when the next version of his favourite model will be released.

The CEO uses his iPhone to access and display an HDR rendered image of the next model of the car stored on his company's marketing database and hands it over to the interested customer.

The customer is thrilled to "see" the car in a fully interactive 3D viewer, further increasing his interest in the new model. The CEO emails the customer a link to a copy of an early product brochure. Customer loyalty is strengthened at that very moment.

Sell anywhere using the richest product media available.



Instant Product Identification

COMPANY: Sports Shoe Manufacturer.

SCENARIO: The VP Customer Service is doing her annual road show of retail outlets to obtain feedback on her company's service levels. A retailer has feedback on a particular model of shoe that had attracted a lot of interest. Unfortunately all the stock has been sold and the retailer could not remember the exact shoe model or name.

The VP uses her iPhone equipped with Deep Access Mobile to search her company's product SKU database and together they were quickly able to identify the model in question. She emails a link back to her office with the retailer's comments attached.

Get immediate access to all product data, and share it with customers.



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