

FOR IMMEDIATE RELEASE

## LAUNCHES MOBILE APPLICATIONS OF SKYDESK CRM SERVICES TO ACCELERATE BUSINESS COMMUNICATION

**TOKYO, July 4, 2013** – For the users of iOS<sup>\*1</sup> and Android OS<sup>\*2</sup> devices, Fuji Xerox Co., Ltd. today begins offering apps for paid services of SkyDesk Customer Relationship Management (CRM) --Professional and Enterprise-- of its SkyDesk Service<sup>\*3</sup>, a business communication support service using the cloud. The apps are free to download.

SkyDesk CRM is an application that manages a series of sales procedures from marketing to business negotiations and customer support, in accordance with business phases; sales, marketing and customer support. Users can centrally manage past developments such as communication with customers, reference materials and tasks, and compile them into a report as required.

With the launch of the apps, Fuji Xerox aims to support busy business people to further accelerate their activities by enabling them to work anytime, anywhere.

### **Features of SkyDesk CRM Apps**

#### **Improves efficiency of business activities**

Users can manage information on not only their existing customers but also prospects. They can check the feasibility of closing on a business deal prior to conducting negotiations, thereby eliminating needless works as much as possible to raise efficiency in developing new customers.

#### **Enhances mobility with offline editing and automatic synchronizing function**

SkyDesk CRM allows users to edit offline, therefore enabling them to enter important information on business deals even where the reception is poor. The edited information will be automatically synchronized when connected online to prevent users from carelessly forgetting to update the information.

#### **Manages business deals that link with call logs**

Users can manage the progress of business deals by attaching its negotiation status, purposes or memos to incoming and outgoing call logs of cell phones. As a related function, the apps also import and export cell-phone address books, thereby eliminating the need to doubly manage the information.

#### **Links with the business card management application**

When users take photos of business cards using SkyDesk Cards application that has adapted optical character recognition (OCR), the information on the business cards can be directly sent to SkyDesk CRM as digital data. This can reduce the time and effort to re-input basic customer information.

## Download SkyDesk CRM apps at the following sites:

Android OS: <https://itunes.apple.com/jp/app/skydesk-crm/id646300646>

iOS: <https://itunes.apple.com/jp/app/skydesk-crm/id646300646>

- \*1 Requirements: iOS5.0 and above.
- \*2 Requirements: Android 2.2 and above, and multi-touch screen over 720 x 1,280 pixels and below 2,560 x 1,600 pixels resolution.
- \*3 Utilizing public cloud, SkyDesk Service offers applications required in a diverse range of business communications for the small- and medium-sized business (SMB) market.
- \*4 The export function is available only for iOS devices.

**Availability:** Japan, Australia and Singapore

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### Related websites

- Service information:  
<http://www.skydesk.jp/en/>
- (Video) About SkyDesk:  
<http://www.skydesk.jp/en/about/>
- (Video) SkyDesk Sales – Your chance to boost sales:  
<http://www.youtube.com/watch?v=iBBWxBssl-4&feature=youtu.be>
- SkyDesk CRM information:  
<http://www.skydesk.jp/en/suites/sales/crm/>
- SkyDesk Cards information:  
<https://www.skydesk.jp/en/suites/sales/cards/>
- For smartphone use:  
<http://www.skydesk.jp/en/mobile/>
- SkyDesk official Twitter handle: (Japanese only)  
[https://www.twitter.com/FujiXerox\\_SD](https://www.twitter.com/FujiXerox_SD)
- SkyDesk official Facebook page: (Japanese only)  
<http://www.facebook.com/FujiXerox-SkyDesk>
- For inquiries:  
<https://www.skydesk.jp/en/contact/>

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\*The trademark of iOS is based on Cisco System Inc's licensing agreement in the United States and other countries.

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