

# Choosing your Mobile Hardware



TeamSFA is a subscription-based sales force automation solution for the mobile business. With TeamSFA, sales teams enjoy anytime, anywhere, real-time access to the information they need to conduct business and improve customer service. An affordable, flexible and highly scalable solution, TeamSFA provides enterprise level performance and capabilities to businesses of any size – without incurring added infrastructure or support costs.

TeamSFA.com can be accessed by any web-browser, running on your desktop PC at the office, or your mobile notebook computer while on the road. There can be many benefits to using a large monitor, full size keyboard and mouse for data entry convenience when entering large amounts of data, and viewing or printing reports.

Unlike bulky laptop systems, handheld devices turn on instantly and are very compact. As a result, sales professionals tend to use handheld devices before, during, and after sales calls much more readily than they do laptops. This convenience and ease of use translates into more and better data from representatives in the field, which means better forecasting, better customer service, and competitive activity tracking for management. Handheld access also allows representatives to productively use their downtime to prepare for meetings and to follow up with customer requests. This results in a more effective sales force and better customer interactions.



TeamSFA Mobile helps organizations accelerate adoption and improve sales effectiveness by giving field sales professionals quick, convenient access to your business data through handheld devices.

TeamSFA Mobile is a software program that is installed and operates across the range of Microsoft Windows Mobile powered handheld PDAs and smartphones. TeamSFA Mobile's sophisticated database storage and data synchronization approach allows your mobile team to conduct their mobile business with or without wireless connectivity.

Simply tap the synchronization function on TeamSFA Mobile and everything is kept in sync with your online web experience and our servers. Updated transactions and data is saved on your handheld, and sent to the TeamSFA servers. Next time you log onto the web to access TeamSFA.com, you will see the same data, add new information or edit a client or product record.

Synchronization means a hassle free solution for your business and ensures that each mobile worker, your entire mobile field force, always has access to the same company data.

Synchronization also means that mobile workers gain the benefits of handheld computing when meeting with their customers, in the field and at the moment of the sale.

Synchronization means that a single office administrator can keep everyone in sync with a single master product catalogue, client records can be reassigned to a new rep or a new territory, and teams always view the same contact details. In the event that your handheld is damaged, lost or stolen, simply configure a new unit and synchronization will recover all your personal information (up to your last synchronization). All you really need to know about synchronization is to tap the sync function on TeamSFA Mobile, we manage all the complexity of data management, communication and database storage.

**When deploying TeamSFA Mobile and handheld computers to your workforce, it is important to start by determining your mobile connectivity requirements.** Is remote or wide area connectivity important, will you have Wi-Fi access available at your work sites, or is it sufficient to connect only at the start and end of each day? Do you require real-time and the most current information or is an occasionally connected solution adequate for your business needs? The good news is, that TeamSFA Mobile supports all modes of Internet connectivity. The following will help you understand these three primary communications standards for Windows Mobile handheld computers:

#### **Cradle Sync Connectivity:**

All Windows Mobile handhelds come with a USB cable that attaches to your desktop PC. When the handheld is docked with your main PC, Microsoft's ActiveSync software begins to synchronize the two computers. An important benefit to the ActiveSync connection is that it shares your desktop PC's (high-speed) internet connection. As such, there are no airtime costs for synchronizing TeamSFA when it is sharing a PC's landline Internet connection. We recommend ActiveSync as your default mode of low-cost, high-speed connectivity and should be used as often as possible to minimize your wireless airtime charges.



#### **WiFi Connectivity:**

Short for "wireless fidelity", WiFi is the term for a high-frequency wireless local area network (WLAN). WiFi is commonly used in many homes to connect multiple computers to the Internet without having to install additional wiring.



Many airports, hotels, and fast-food facilities offer public access to a Wi-Fi network; these are known as hotspots. HotSpots are popping up everywhere from McDonalds, Star Bucks, shopping malls and airports, which provide free or fee-based access to the Internet.

Many of today's handheld PDAs ship with built-in Wi-Fi modems. If you require occasional connection for your mobile workers, Wi-Fi is an excellent option.

### SmartPhone Connectivity:

Today's cellular phone providers offer wireless network connectivity options. Anywhere you can use your cellular phone to make a voice call, you can now connect to the Internet and your business systems.

The great news about these wireless data networks is that you only pay for the data (kilobytes) that you send and receive. Unlike a voice call where billing begins when the call starts and stops once the call ends. For example, a mobile user can open a wireless data connection to the internet and keep this connection active all day long, but is billed only for the data sent or received.

Wireless data rate plans start as low as \$10 a month, and companies such as T-Mobile offering unlimited packages for as low as \$40 a month. Choose the right data plan based on your usage, similar to your current cellular voice plan. TeamSFA Mobile and text-only e-Mail do not require a lot of bandwidth. If you need to download large, e-Mail attachments, multimedia files and surf the internet be sure to account for these bandwidth eaters.



### Smartphones:

- **Broad National network coverage**
- **Low cost monthly wireless data contracts**
- **Affordable smartphone devices**
- **TeamSFA powering your Business Productivity**

*Upon determining your preferred connectivity requirements, you can choose from a wide variety of Windows Mobile device manufacturers:*

### Choose Rugged, Durable or Consumer Grade Devices:

You can choose ruggedized devices, designed for the toughest environments and harshest usage. Choose from a new category of durable models, designed for low height drops with moderate durability. Or choose from a huge list of affordable consumer grade models. What ever your requirement, you are sure to find a model that meets your budget and user requirements. For a full list of models, visit: [www.microsoft.com/windowsmobile/devices](http://www.microsoft.com/windowsmobile/devices)

### Purchasing Recommendations:

We encourage you to consider a Windows Mobile smartphone from your preferred wireless carrier. These cellular carriers incent customers to their networks by subsidizing the smartphone purchase price, so that they gain your monthly wireless voice and data spend. Prices are typically \$300 or less for these all-in-one handhels, making them less expensive than a standard PDA. These consumer grade devices are small and convenient, making them ideal for a field sales force.

If you use a cell phone today, consider upgrading to one of the latest Windows Mobile smartphones. The following pages will provide you with the available choices from each of the National wireless providers.



### Cingular 8125 Pocket PC

As low as **\$299** with 2 Year Contract

- Windows Mobile 5.0
- Large 2.8" QVGA display
- TI OMAP 850 200 MHz processor
- 128 MB SDRAM / 64 MB Flash ROM
- Camera - 1.3 mega pixels, camcorder & flash
- QWERTY keyboard & slide-out design
- Bluetooth® wireless synchronization
- EDGE High speed data connectivity
- Quad-band international phone (850/900/1800/1900 MHz)
- Integrated WiFi, IrDA, Mini-SD, Mini-USB, & S/MIME
- Speaker phone for hands-free conversations
- 3-D Surround Speakers included plus external stereo jack
- Talk Time: Up to 5 hours
- Standby Time: Up to 7 days
- Dimensions: 4.25x 2.83 x 0.93 inches
- Weight: 5.3 oz.



The Cingular 8125 has a side-slider keyboard that's all the rage these days. When you slide the keyboard out, the display automatically switches to landscape orientation. The wide side-opening keyboard is simply excellent and the QWERTY thumb keyboard's keys are large and lightly domed with good tactile feedback.

The Cingular 8125 is a quad band GSM world phone that will work anywhere in the world GSM service is available. Voice is a pleasure on the 8125 which features clear conversations and adequate volume when talking directly to the handset.

Choose Cingular's "Data Connect Unlimited" for \$39.99 giving you unlimited wireless data.



### T-Mobile MDA

As low as **\$299** with 2 Year Contract

- Windows Mobile 5.0
- Large 2.8" QVGA display
- TI OMAP 850 200 MHz processor
- 128 MB SDRAM / 64 MB Flash ROM
- Camera - 1.3 mega pixels, camcorder & flash
- QWERTY keyboard & slide-out design
- Bluetooth® wireless synchronization
- GPRS/EDGE High speed data connectivity
- Quad-band international phone (850/900/1800/1900 MHz)
- Integrated WiFi, IrDA, Mini-SD, Mini-USB, & S/MIME
- Speaker phone for hands-free conversations
- Talk Time: Up to 5 hours
- Standby Time: Up to 10 days
- Dimensions: 4.29 x 2.28 x 0.93 inches
- Weight: 5.64 oz.



The new T-Mobile MDA is a messaging powerhouse, with a full keyboard that slides away plus GSM, GPRS, EDGE, Wi-Fi, and the extra speed you need to take advantage of the T-Mobile Total Internet network.

T-Mobile "Total Internet" gives you unlimited Internet access and unlimited T-Mobile HotSpot access for \$49.95 month.

"Equipment Protection" at \$5.99/month, provides great peace of mind by guarding your device against loss, theft, malfunction or damage. Act fast; you may only sign up for Equipment Protection within fourteen days of new service activation.



### Vision Smart Device PPC-6700

As low as **\$299** with 2 Year Contract



- Windows Mobile 5.0
- Large 2.8" QVGA display
- Intel 416 MHz processor
- 128 MB SDRAM / 64 MB Flash ROM
- Camera - 1.3 mega pixels, camcorder & flash
- QWERTY keyboard & slide-out design
- Bluetooth® wireless synchronization
- EV/DO High speed data connectivity
- Dual Band (CDMA 800/1900 MHz)
- Integrated WiFi, IrDA, Mini-SD, Mini-USB, & S/MIME
- Speaker phone for hands-free conversations
- Talk Time: Up to 2.5-3.5 hours
- Standby Time: Up to 200+ hours
- Dimensions: 4.5 x 2.3 x 1.0 inches
- Weight: 6.07 oz.



It's the Pocket PC device that does it all, with advanced features that will make you feel like a genius for owning it.

Sign up for Sprint's unlimited Data plan, if you have a voice plan with Sprint and pay only \$59.99 a month.



### Verizon Wireless XV6700

As low as **\$299** with 2 Year Contract



- Windows Mobile 5.0
- Large 2.8" QVGA display
- Intel 416 MHz processor
- 128 MB SDRAM / 64 MB Flash ROM
- Camera - 1.3 mega pixels, camcorder & flash
- QWERTY keyboard & slide-out design
- Bluetooth® wireless synchronization
- 1xEVDO/1xRTT High speed data connectivity
- Dual Band (800MHz CDMA/1900MHz PCS)
- Integrated IrDA, Mini-SD, Mini-USB, & S/MIME
- Speaker phone for hands-free conversations
- Talk Time: Up to 300 minutes
- Standby Time: Up to 200+ hours
- Dimensions: 5.2 x 2.32 x 0.93 inches
- Weight: 6.5 oz.



Verizon offers combined plans, with 450 voice minutes, plus unlimited data for as low as \$79.99.

Verizon's extended warranty, at \$1.99/month, provides convenient coverage against any mechanical or electrical malfunctions and manufacturer defects. If your wireless phone is defective or becomes inoperable, just visit any Verizon Wireless Communications Store and the phone will be exchanged quickly and easily for an identical or comparable model

Total Equipment Coverage for \$5.99/month protects against; lost, stolen, damaged or malfunctioning—you can be covered.



### UtStarcom 6700

As low as **\$149** with 3 Year Contract

- Windows Mobile 5.0
- Large 2.8" QVGA display
- Intel 416 MHz processor
- 128 MB SDRAM / 64 MB Flash ROM
- Camera - 1.3 mega pixels, camcorder & flash
- QWERTY keyboard & slide-out design
- Bluetooth® wireless synchronization
- EV/DO High speed data connectivity
- Dual Band (CDMA 800/1900 MHz)
- Integrated WiFi, IrDA, Mini-SD, Mini-USB, & S/MIME
- Speaker phone for hands-free conversations
- Talk Time: Up to 2.5-3.5 hours
- Standby Time: Up to 200+ hours
- Dimensions: 4.5 x 2.3 x 1.0 inches
- Weight: 6.07 oz.



The UTStarcom PPC6700 is like an office in your pocket. It combines a cell phone, digital camera and video camera, Bluetooth® technology, plus wireless e-mail, data and Web browsing, in a lightweight, versatile device. Plus it's 1xEV-Do-network-enabled.

- Call, e-mail, browse, organize all from one device
- Take advantage of Wi-Fi functionality
- Capture important moments with the built-in digital camera and video camera
- Get top productivity with Microsoft® Windows Mobile™ for Pocket PC



### UtStarcom 6700

As low as **\$149** with 3 Year Contract

- Windows Mobile 5.0
- Large 2.8" QVGA display
- Intel 416 MHz processor
- 128 MB SDRAM / 64 MB Flash ROM
- Camera - 1.3 mega pixels, camcorder & flash
- QWERTY keyboard & slide-out design
- Bluetooth® wireless synchronization
- EV/DO High speed data connectivity
- Dual Band (CDMA 800/1900 MHz)
- Integrated WiFi, IrDA, Mini-SD, Mini-USB, & S/MIME
- Speaker phone for hands-free conversations
- Talk Time: Up to 2.5-3.5 hours
- Standby Time: Up to 200+ hours
- Dimensions: 4.5 x 2.3 x 1.0 inches
- Weight: 6.07 oz.



The UTStarcom is a Wireless High Speed ready device - providing internet access at speeds similar to high speed wired connection. Features the new Microsoft Windows Mobile 5.0 software, with updated Microsoft Office applications including Outlook Mobile and the introduction of PowerPoint Mobile for viewing presentations while on the go and Excel Mobile with enhanced attachment viewing capability.

Choose a Telus \$130 "Email, Web, Voice" plan, providing 30MB of data and 700 voice minutes (+ unlimited evenings/weekends)



### MC70 Enterprise Digital Assistant

\$2,000 - \$2700

- Symbol's industry-leading double impact testing (drop and tumble), IP54 sealing, integrated antennas
- 4 ft. drop to concrete, 6 drops per 6 sides over operating temperature range; 5 ft. drop to concrete, 2 drops per 6 sides at ambient temperature 73° F/23° C
- Windows Mobile 5.0 Premium or Phone Edition
- Large 3.5" QVGA display
- WLAN: 802.11a/b/g tri-mode radio; comprehensive VoIP
- WPAN: Bluetooth v1.2, Class II
- On-board advanced data capture: 1D and 2D bar code scanning from 4 in. to 40 in.; image capture
- Multiple keyboard options: QWERTY or numeric
- Intel PXA270 624 MHz processor
- 128 MB SDRAM / 64 MB Flash ROM
- Lithium Ion 3.7V, 1900 mAh Smart Battery
- Dimensions: 6x3x1.5 inches
- Weight: 11.2 - 12 oz.

The flagship MC70 Enterprise Digital Assistant (EDA) is a rugged handheld mobile device that incorporates a mobile phone, PDA, computer, scanner and imager in a single unit designed for the rigors of all-day, everyday usage.

Designed to withstand all-day everyday use in nearly any environment, this rugged compact device delivers true anywhere anytime wireless WAN/LAN/PAN voice & data communications, including superior voice functionality, advanced data capture and the power to run nearly any application.



TRIPOD DATA SYSTEMS  
A TRIMBLE COMPANY



### TDS RECON

\$1,300 - \$1600

- Windows Mobile 5.0 Premium Edition
- Large 3.5" QVGA display
- Optional integrated Bluetooth and 802.11g wireless capability
- Rugged waterproof design
- Sunlight-readable color TFT display
- 200 MHz or 400MHz Intel PXA255 XScale Processor
- 128 MB or 256 MB SDRAM / 64 MB Flash ROM
- 15 hours of continuous room-temperature operation
- 1x Type I and 1x Type II Compact Flash slots
- Dimensions: 6.50 x 3.75 x 1.75 inches
- Weight: 17 oz.

Taking you further—at the office and in the field The next-generation TDS Recon X-Series rugged handheld computer delivers maximum performance and reliability in a lightweight, extremely rugged design that's easy to carry. Featuring optional embedded Bluetooth and 802.11g wireless, the waterproof Recon weighs just 17 ounces, meets military specifications for drops, vibration, and both high and low temperature operation, and runs Windows Mobile 5.0. The Recon works wherever and whenever you need it.



## HP IPAQ

\$300 - 500



### IPAQ rx1955 \$300

- Samsung 300 MHz, 64/32MB, 3.5" QVGA, SD, WiFi

### IPAQ hx2495 \$400

- Intel 520 MHz, 256MB, 3.5" QVGA, WiFi, BT, SD, CF

### IPAQ hx2795 \$500

- Intel 624 MHz, 384MB, 3.5" QVGA, WiFi, BT, SD, CF

Each of these models features the latest Windows Mobile 5.0, and each model includes integrated WiFi capabilities.

These are excellent value PDAs for deployment of TeamSFA.

Be sure to check [HP.com](http://HP.com) for promotions and new models.



## DELL AXIM

\$349 - 529



### AXIM X51V – 624 MHz \$529

- Very large 3.7" VGA display
- BT, WiFi(b), 256/64 MB

### AXIM X51 – 520 MHz \$359

- Large 3.5" QVGA display
- BT, WiFi(b), 128/64MB

### AXIM X51 – 416 MHz \$349

- Large 3.5" QVGA display
- BT, 128/64MB

Dell technology, power & flexibility to keep life simple and on the go at prices starting at \$349.

Highly recommend these excellent value PDAs for deployment of TeamSFA.

Be sure to check [Dell.com](http://Dell.com) for promotions and new models.



## Increase Field Service Profits and Customer Satisfaction with Mobile Printing

Printing wirelessly from your handheld PDA/smartphone can be one of the coolest business productivity uses of TeamSFA.



Mobile receipt/confirmation printing improves customer satisfaction and reduces the administrative costs and delays in correcting billing errors. In addition, the cost of handling and mailing invoices can be eliminated. And in some cases, where payment is accepted on delivery, cash flow is improved significantly;

How much money can be saved? The cost to correct a billing discrepancy includes the time of your sales and administrative staff; rush shipments; delays in collection of payments; additional printing and mailing costs; and, possible loss of business due to customer dissatisfaction. At a conservative cost of \$30 to correct a discrepancy, it would require only 20 to 30 fewer billing errors to

pay for the investment in a Printek mobile printer. Do you know what your billing error rate is? If it is typical, it may be in the range of 5% to 7% of total transactions. A field rep that conducts 1,000 or more transactions annually would make at least 50 to 70 billing errors, easily justifying the investment to reduce those errors.

*If you need help selecting or purchasing the right mobile hardware to maximize your field productivity and optimize your company's return on investment, simply contact us at TeamSFA.*

teamsfa



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