

# Mobile Productivity FAQ

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## *Who is Mobile Productivity?*

Mobile Productivity is a niche provider of sales aid software to the lease finance industry, in particular for vendor finance programs. Our leading product is MobyQuote.

## *What is MobyQuote?*

MobyQuote is a web and mobile phone based finance quotation tool. It empowers equipment salespeople to confidently sell finance without having to call a broker or put the customer in touch with a finance specialist. We believe that our system changes the way vendor finance is sold. The benefits have been particularly useful in the agriculture and truck sectors, where the salesperson can sell the vehicle and the finance together whilst at their customer's premises.

## *Who typically uses MobyQuote?*

Dealers selling equipment in the £10k to £50k range. Typical dealers would have between 50 to 200 salespeople per region using the system at any one time, submitting about 10 deals a month per salesperson.

## *How can MobyQuote increase sales and reduce costs?*

Ask yourself "who does the finance?" Usually it is a finance expert, perhaps even an independent finance broker. Wouldn't it cut out a lot of time and cost if the equipment sales person worked it out themselves without errors and within seconds. No need for rate tables or excel spreadsheets or a HP financial calculator.

## *Describe a typical mobile scenario where MobyQuote is used?*

An equipment sales person visits a farmer, agrees the sale of a tractor and using the mobile phone calculator, proves that the farmer can afford the tractor there and then. So for example, he could reduce the repayments by extending the term, he could put a balloon on the end or increase the deposit. And this can all be done there and then whilst talking to the farmer, no need to dig around for a laptop, no need to fax in for a quote, not need to take out a rate table, no need to ring a broker. The mobile app is automatically kept up to date with your latest offers and finance schemes so that the sales person can only quote within the limits of what you allow.

## *What happens once the terms of the deal have been agreed?*

Once the customer has agreed the structure, the application is automatically sent by the mobile to the credit scoring system where a decision can be made. A decision is then sent back to the sales person, often whilst still with the customer.

### *Do you only do mobile solutions?*

Mobile is a real strength we bring but we also provide web quotation tools.

### *Give me a typical web scenario*

For a desk based sales person we offer a web based quotation tool, for example:

[www.kuhnfinance.co.uk](http://www.kuhnfinance.co.uk)

[www.dealcalc.co.uk](http://www.dealcalc.co.uk)

[www.mccormickfinancialservices.com](http://www.mccormickfinancialservices.com)

These are branded using advanced web technologies to make it look very similar from a styling perspective to the equipment vendor's or manufacturer's web site. This capability has been very valuable when selling new vendor programs.

### *How cost effective is MobyQuote?*

MobyQuote can be offered as a service on a per user basis - often referred to as Software as a Service (SaaS). This means that we host the web site, we maintain the software, we maintain security and this cuts a huge amount of expense out of your IT operations budget.

### *Security – how does MobyQuote satisfy a banks stringent security concerns*

Our systems have been security audited by leading banks plus the leading security evaluation agency, QinetiQ. Our system runs on industry leading hosted servers which run advanced firewall protection and perform nightly backups and system replications.

In addition we can provide an enterprise edition which can be installed on your own servers and secured within your environment.

### *What is your value proposition?*

We have increased sales of financial products by 25% where a mobile sales force is out meeting customers. For lenders who currently do not have any eCommerce system, we have reduced the quotation time from days to minutes.

### *What is MobyQuote's Return on Investment (ROI)?*

Best in class lenders get an ROI of less than 12 months from MobyQuote.

### *We already have our own tools to do this, why would we want to use yours?*

We can add mobile to what you already have, allowing remote sales people to quote and close business at the customer's location.

### *Why would it make sense for Mobile Productivity to provide the mobile interface rather than doing it ourselves?*

Equipment dealers want to work with the handset of their choice. However, mobile technology is vast and fast changing; this makes it a challenge to keep your solution relevant. For example, one dealer may use Nokia devices, another Blackberry and yet another Apple iPhone. With the arrival of Google's Android and HTML 5 based widgets, the pace of change in the mobile application space is too fast moving and niche for most. At Mobile Productivity, we are experts in mobile eCommerce for lease finance, this is our niche.

### *Tell me more about Mobile Productivity's customers*

De Lage Landen (whose vendor partners include John Deere, McCormick, Kubota, Komatsu, Terex, Keenan, Mitsubishi, Kuhn, Cisco, etc.) and Iveco Capital are our main customers in the finance sector. We also provide web and mobile systems to customer in other sectors, for example easyCar, ebookers, Holiday Extras, Monarch and Hotels4You.

### *How open is your software?*

MobyQuote is written in a Service Oriented Architecture (SOA) environment. The benefit this brings is that deals can be simply and securely sent through to other credit and back office systems using xml web services.

### *Is there any compelling reason for me to act now?*

We are currently offering a pilot for one vendor account for unlimited users for £5k. The pilot will run for 6 months which gives plenty of time to prove the business case at minimal cost.