

# Nokia Communicator In Operation



## Accessing the corporate database with the Nokia Communicator

For a hundred years, Mercedes-Benz has built a reputation for being in the forefront of automotive technology. Now the German car maker has shown that it is a pioneer in communications technology as well. Mercedes salesmen will be the first in Germany to use a business solution developed especially for the Nokia Communicator.

Nokia Mobile Phones and Yellow Computing have developed software that will enable Mercedes-Benz Lease Finanz personnel to use their Nokia Communicators to connect to the credit check service center when they are visiting clients.

## Under the Mercedes Star button

Along the top of the Nokia Communicator keyboard, there are buttons for accessing the various functions, such as Fax, SMS, Notes and Calendar. Two thousand members of the Mercedes sales force have a button no-one else has: where other users have the Extras button, they have the Mercedes star.

When Mercedes-Benz Lease Finanz sales people are visiting a transport companies, fleet owners or large showrooms, they can press the Mercedes Star button to connect to the corporate database. This gives them access to a specially developed leasing and financing calculator, enabling the salesperson to create a tailor-made offer for leasing or financing a car. The leasing or financing rate for each car model in the Nokia Communicator Mercedes application is updated via a data call to the Mercedes-Benz database. Deals can be closed

by printing out the negotiated agreements from the Nokia Communicator to a printer or sending them to a fax. A credit check is done online.

Justus Hopmann, Product Manager for Data Applications at Nokia Mobile Phones in Germany, stresses that transformation of a multi-megabyte Windows software package for the space saving operating system GEOS 3.0 that the Nokia Communicator utilizes, can be done in a matter of weeks. In this case the WIN Lease desktop application was decreased to about 150 kB of memory usage in the Communicator device, which has memory for 2 MB of user data.

## An ideal demonstration for an ideal audience

Dietmar Hundertmark is the Key Account Manager for Nokia Mobile Phones in Germany. "Salesmen are excellent sources for promoting our technology," he says. When they use the Nokia Communicator as a sales and communications tool in their work, they also demonstrate its capabilities to many new potential customers.

## Accelerating from 100 to 2500

The Mercedes leasing application for the Nokia Communicator, plus the necessary infrastructure for the project, took about two months to develop.

Nokia trained 100 Mercedes salesmen on how to use the Nokia Communicator. Mercedes plans to have 2500 Nokia Communicators and the Mercedes leasing application in use by its salespeople in 1999.



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