

# Mobile CRM a No-brainer in Today's 'App' Culture

*By Fiona Jackson, Client Advisor  
LexisNexis Enterprise Solutions*

With smartphones and company email now standard tools, there is an increasing expectation that private equity professionals should be able to access their business information and systems even when out of the office. For those meeting with investors, advisors and potential deal candidates on a daily basis, mobile CRM access is critical to enabling them to maximise opportunities with business contacts on the spot.

Neil MacDougall, Managing Partner at European private equity firm Silverfleet Capital, says, "In deal making, up to the minute information is crucial at every stage of the process. Also, as we are often on the road, and working with people and organisations that are spread across Europe if not the globe, mobile CRM is becoming a business 'must have'."

Mobile CRM is really about enabling professionals to increase their productivity. CRM helps bring to the fore the hidden relationship intelligence that resides within organisations for business advantage. It delivers this intelligence on the palm of people's hands, giving professionals anywhere, anytime access to their firm's entire central repository of contacts and historical records.

It is not unusual for private equity professionals to have to prepare for important meetings at short notice when away from the office; or be equipped with the latest investor-related information while at fundraising road shows. Nothing emphasises the need for immediate access to relationship information more than when faced with a chance meeting with a major player whose activity with the firm and mutual contacts need to be known instantaneously.

Through mobile CRM, professionals can search contacts to view interconnections with colleagues and other mutual contacts; and access historical email correspondence, meetings and notes on associates created by them or others. From an administrative standpoint too, mobile CRM helps significantly reduce the time that office-based support teams spend on answering professionals' request for relationship information.

In addition to personal productivity, mobile CRM can help firms to maximise their investment in CRM and the business value it delivers to the firm. Given the 'app' culture of today, professionals are likely to be comfortable accessing firms' CRM system from their mobile device. For people on the move, there is no better demonstration of the value that CRM can deliver than easy, immediate access to relationship information via their mobile devices. Consequently, they will be better disposed to prioritising updating their contact records and activities. This in turn will greatly contribute to building firms' CRM asset and relationship intelligence for competitive advantage and business growth.

Needless to say, when deploying new systems, information security and technology deployment issues must be considered. Our new mobile CRM solution, InterAction Mobility, ensures complete security of firm data through a browser-based cloud deployment. Data securely remains on the InterAction server behind firms' firewall – no data is transmitted to the mobile devices. This browser/cloud model is great for IT management, because there is no software to be installed or



Enterprise Solutions

managed either on the server or mobile devices. This means that there is little administration for IT departments to undertake and users have freedom of choice – they can use Blackberry, iPhone, iPad, Android or Microsoft Windows 7 smartphone. We are seeing growing interest for InterAction Mobility already.

###

*Leading private equity firms around the world use LexisNexis® InterAction® to help them leverage relationship intelligence to increase revenue potential, reduce costs and make sound investment decisions. For more information on InterAction and to be the first to hear about InterAction Mobility, click [here](#) or email [fiona.jackson@lexisnexis.co.uk](mailto:fiona.jackson@lexisnexis.co.uk).*



Enterprise Solutions