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IBM et Box s'associent pour améliorer la force de vente des marketeurs et des vendeurs depuis leurs iPhones et iPads

L'application Expert Seller avec la plateforme Box déployée sur le terrain en quelques jours, donnera grâce à l'analytique, les informations importantes destinées à augmenter la performance commerciale

Paris - 07 avr. 2016: IBM et Box annoncent aujourd'hui une nouvelle version de l'application IBM MobileFirst pour iOS, Expert Seller, développée grâce à la plateforme Box et intégrant ses fonctionnalités de content management. Cette application pourra être déployée à grande échelle pour n'importe quelle organisation.

Expert Seller fournit aux équipes de vente les dernières informations sur les produits et les services via leur iPhone ou iPad, en leur permettant d'accéder rapidement aux nouvelles offres, aux prix, partenariats ou encore promotions, ce qui leur dégage plus de temps pour des activités à forte valeur ajoutée auprès des clients.

Une fois l'application Expert Seller déployée, les entreprises seront capables d'intégrer d'autres fonctionnalités d'IBM comme les capacités avancées d'analytique et de cognitif qu'offre Watson, et une stratégie de content management plus développée.

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IBM and Box Team Up to Drive Compelling Sales Engagements for Marketers and Sellers from iPhone and iPad

Expert Seller with Box Platform deployed to the field in just days, provides critical, analytics-based information raising seller performance

ARMONK, NY and REDWOOD CITY, CA -7 April 2016 –IBM (NYSE: IBM) and Box (NYSE: Box) today introduced a new version of the IBM MobileFirst for iOS [Expert Seller](#) app that is built on Box Platform, providing the power of Box's enterprise content management capabilities, deployed at scale to any organization.

Expert Seller puts the latest product and service information at the fingertips of an organization's sales force via iPhone or iPad, enabling sellers to quickly learn about new offerings, pricing, features or promotions so they can spend more time engaged in higher-value activities with clients. Expert Seller allows organizations to take advantage of Box's content management platform, metadata capabilities, fine-tuned security permissions, compliance and certifications, and preview functionality. This provides seamless management of sales and marketing collateral to help sales teams stay current on the latest offerings and deliver a consistent message to clients and prospects.

Once the Expert Seller with Box Platform app is deployed, companies will be able to build on the app to apply IBM's deeper functionalities including advanced analytics and cognitive capabilities powered by Watson technologies and broader content management strategy.

*"There is a simple premise and value statement here. Now every seller can be as good as your very best seller," said **Fred Balboni, General Manager, IBM Strategic Partnerships and Alliances**. "Expert Seller now combines the advanced cloud capabilities of IBM MobileFirst for iOS with Box's leading enterprise content platform, helping businesses empower their sellers with effortless access to the most useful, engaging content on their device."*

High-impact features include:

- **Fast deployment:** This new version of Expert Seller with Box Platform can be deployed in less than five days following initial contract and configuration by IBM and Box.
- **Simplified content management:** Expert Seller is pre-designed and pre-integrated with Box Platform with immediate access to content by sellers. Marketing/Sales leaders and content management teams can upload new content to Expert Seller in real-time using the Content Management Guide that outlines best practice content design principles. This can be accessed by sellers on their device immediately.
- **Cost-effective and scalable:** The cost-effective app is available for deployment with a low monthly subscription fee.

*"Today's dynamic technology landscape demands that every company be able to create incredible digital experiences to connect with customers, partners and employees," said **Jeetu Patel, Chief Strategy Officer and SVP of Box Platform, Box**. "Together with IBM, we're proud to be powering this digital transformation and innovation for companies in every industry, whether it's reimagining the way that sales people connect with clients or how teams work globally."*

The Expert Seller app is part of IBM's 100-strong portfolio of made-for-business apps delivered in partnership with Apple to transform work across 14 industries and 65 individual professions which redefine how enterprises empower their professionals to interact, learn and work.

Today's news builds on the global IBM and Box partnership [announced](#) last June and the IBM partnership with Apple brings together the best-in-class technologies and resources of all three companies to transform work in the cloud. Information on Expert Seller with Box is available on [IBM Marketplace](#).

For more information regarding the IBM MobileFirst for iOS apps, please visit www.ibm.com/mobilefirst/us/en/mobilefirst-for-ios.html or www.apple.com/business/mobile-enterprise-apps/.

About Box

Founded in 2005, Box (NYSE:BOX) is transforming the way people and organizations work so they can achieve their greatest ambitions. As a leading enterprise content management platform, Box helps businesses of all sizes in every industry securely access and manage their critical information in the cloud. Box is headquartered in Redwood City, CA, with offices across the United States, Europe and Asia. To learn more about Box, visit www.box.com.
