



**iSales Mobile**  
Solution for digital  
catalogue management

**INFORMÁTICA**

*El Corte Inglés*

Signo Editores is a leading company in the broad and solid Spanish publishing sector.

It is constantly evolving and growing, based on its experience and the solidity of its business history, its commitment to its customers, and its ongoing benchmark project in the publishing industry, primarily based on an innovative credit sales model without intermediaries.



## THE POWER OF ADAPTATION

Times change, and we must know how to adapt by preserving what works and improving what is obsolete. This has been the vision at Signo Editores and is ours too. Informática El Corte Inglés strives to adapt to market requirements and especially to our customer's requirements. We discover the best solution, and if necessary adapt it to our customer's circumstances.

**Signo Editores** needed a more agile, modern and attractive working tool to sell their editorial collections through catalogues.

Informática El Corte Inglés listened to them describing their requirement, in order to offer the solution most suited to their business objectives. Therefore, we adapted the **iSales Mobile** solution, which is a tool that includes the entire catalogue management process and opens the door to many other possibilities that can be incorporated in the future, if needed.



iSalesMobile is a tool that includes the entire digital catalogue sales management process and other options that support sales from a mobile device.

Within this solution we provide the devices, communications, all the digital catalogue management and generation tools, and the services to integrate it into the company.

The result is a cloud tool that Signo Editores can easily manage.

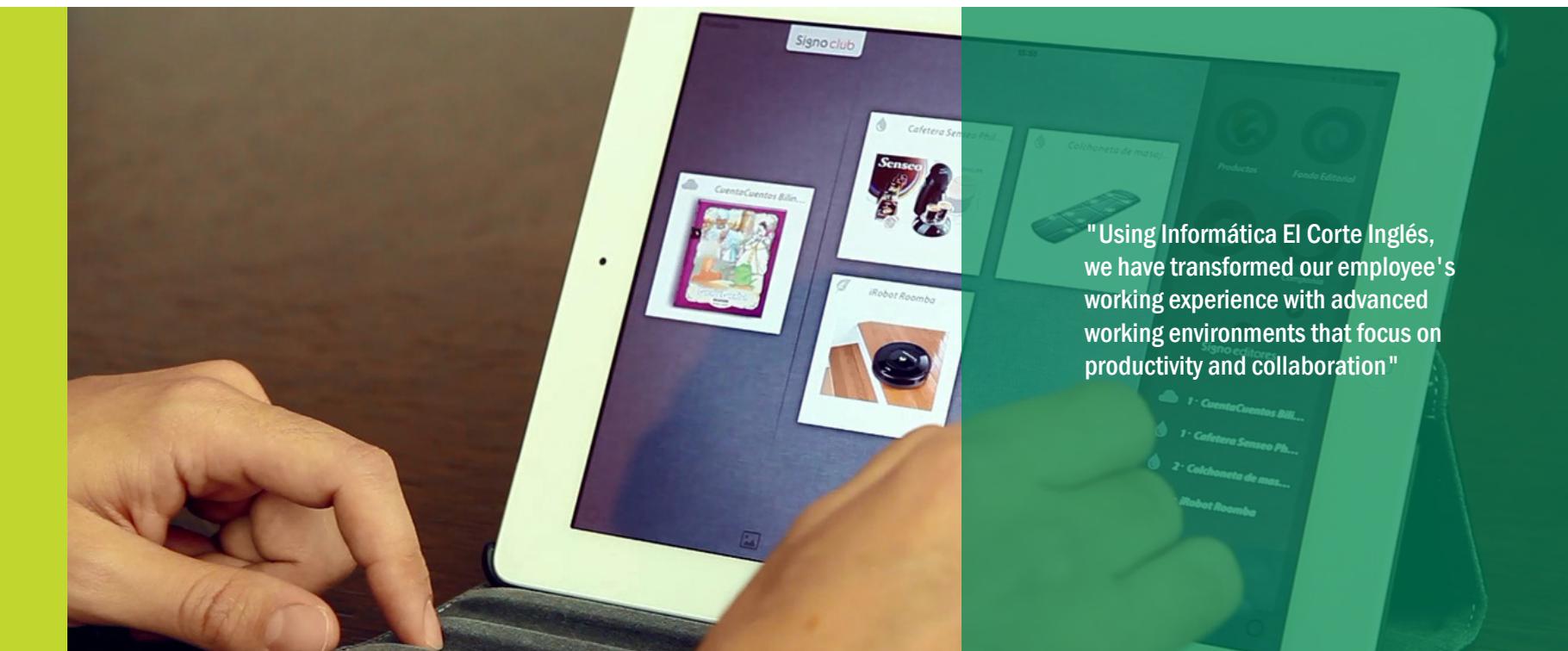


Informática El Corte Inglés provided the devices and communications for the solution and all the digital catalogue management and generation tools, in order to launch the project. Which was a comprehensive service to commission the entire project.

The result is a *cloud* tool which they can easily manage themselves.

It provides a dynamic product catalogue, which opens the door to modernise their business processes. It is a solution that in the future will be able to capture orders, manage customers or integrate with corporate ERPs and CRMs. It registers orders in real time. It continuously communicates with the customer, which includes customisation and integration with the customer's own systems, etc.

The results have been very satisfactory. It makes the sales representative's job easier, providing him with a tool that has an impressive visual impact and making it easy to interact with central management systems. Equally important are improvements to the company's image, as a futuristic and agile company that is always at the forefront of new technology.



"Using Informática El Corte Inglés, we have transformed our employee's working experience with advanced working environments that focus on productivity and collaboration"

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