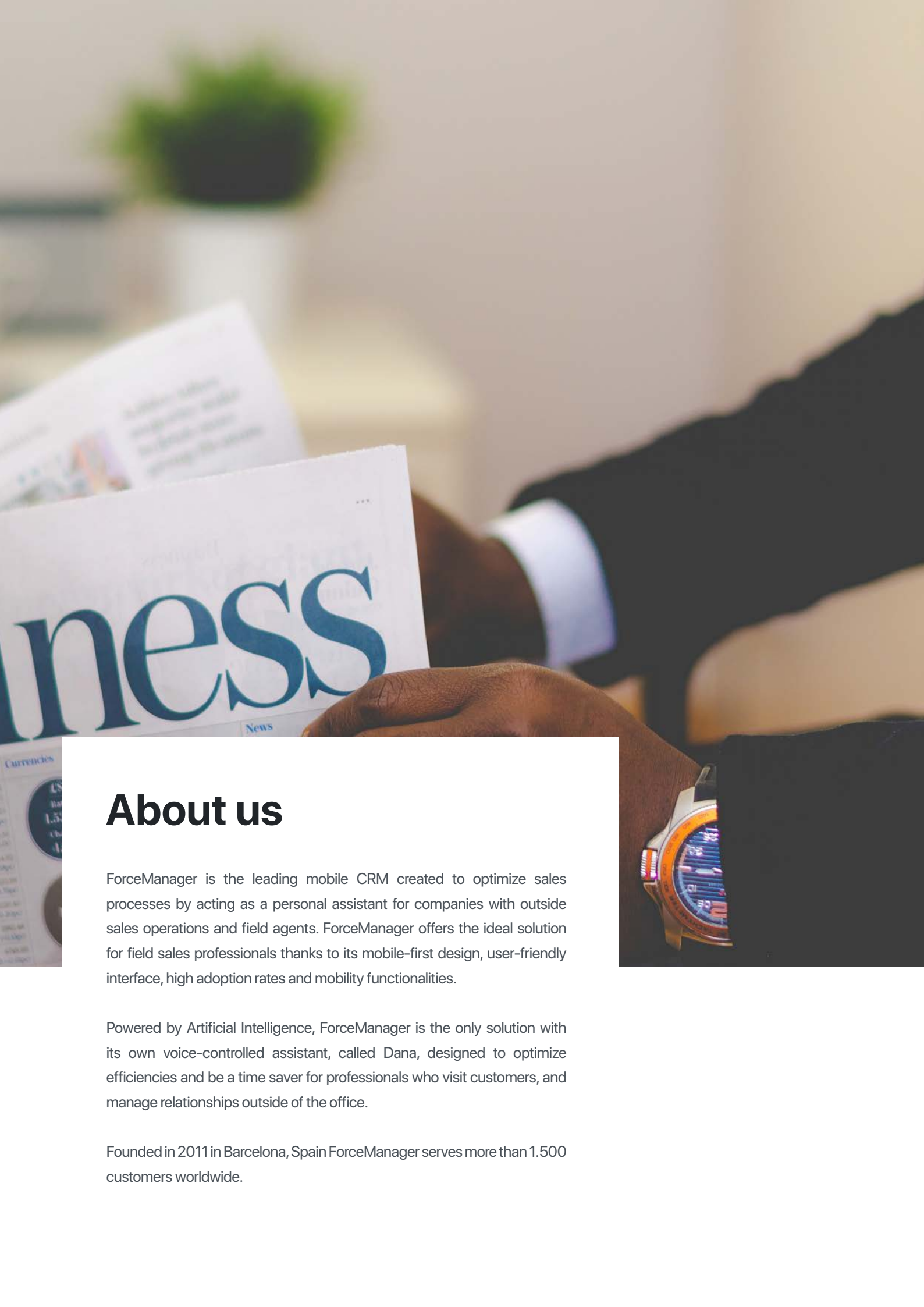


PRESS KIT

# WE MOVE FIELD SALES

Empower your sales team with a mobile CRM to help them go further



## About us

ForceManager is the leading mobile CRM created to optimize sales processes by acting as a personal assistant for companies with outside sales operations and field agents. ForceManager offers the ideal solution for field sales professionals thanks to its mobile-first design, user-friendly interface, high adoption rates and mobility functionalities.

Powered by Artificial Intelligence, ForceManager is the only solution with its own voice-controlled assistant, called Dana, designed to optimize efficiencies and be a time saver for professionals who visit customers, and manage relationships outside of the office.

Founded in 2011 in Barcelona, Spain ForceManager serves more than 1.500 customers worldwide.



## Some milestones

**2011**

**September**

Oscar Macia and Xavi Bisbal  
found ForceManager.

**2014**

**May**

ForceManager receives €2.8M  
in Series A investment round.

**2014**

**August**

ForceManager open its first  
international office in London.

**2015**

**April**

Selected as a winner in the prestigious  
Red Herring awards.

**2015**

**September**

Expands to LatAm with the opening  
of the Colombia office and  
Mexico office.

**2015**

**December**

Secures further investment round  
of €2M to support international  
expansion.

**2016**  
**January**

Apple selects ForceManager to join its prestigious Mobility Partner Program (MPP).

**2016**  
**February**

Unveiled first wearable CRM during the Mobile World Congress.

**2017**  
**February**

Launches new AI line, Cognitive, in partnership with IBM Watson.

**2017**  
**December**

ForceManager receives \$12M in Series B funding led by AXA Venture Partners.

**2018**  
**September**

Acquires the Italian company Sellf to consolidate the Italian market.

**2019**  
**December**

Launches Cognitive 2.0 with new mobility functionalities for iOS and Android.



# Founding Team



**OSCAR MACIA**  
CEO & Co-Founder

**Oscar Macia** holds a nuclear engineering degree from the Universitat Politècnica de Barcelona (UPC) and an Executive MBA from IESE Business School. Oscar has more than 20 years' experience in sales management. He founded the leading mobile CRM, ForceManager, in 2011 with the mission to transform the way field sales teams sell on the road - making the process leaner and easier for the sales rep, while providing greater visibility and real-time data to their managers.



**XAVIER BISBAL**  
CTO & Co-Founder

**Xavier Bisbal** holds an MBA from ESADE Business School and a degree in Executive Sales Strategy from the University of North Carolina Chapel Hill. Xavier has over a decade's worth of experience working in large corporations such as IBM, Gas Natural and PriceWaterHouse as a consultant specializing in IT systems. At ForceManager Xavi serves as CTO to overseeing the corporate team and ensuring company growth.

# ForceManager Investors

AXA  
Venture Partners

NAUTAPITAL



**INDACO**  
VENTURE PARTNERS SGR



# What does ForceManager do?

ForceManager is a digital leader - transforming the field sales industry with mobility solutions designed to optimize efficiencies and improve the seller experience.

## “Stats we love

**75%**

Average Daily User  
Adoption (DAU)

**+25%**

Increased Revenue

**+6h**

Time Saved

## ForceManager key features:

**01**

A neat and tidy delivery of daily agenda

**02**

Geolocation feature for in-app GPS and quick route planning that works online and offline

**03**

Seamless access to previous correspondence prior to the sales visit

**04**

Check-in takes less than 10 seconds

**05**

Full access to a complete digital catalog of sales material

**06**


eSignature reduces sales cycle by up to 15 days

**07**

Voice recognition across the App - save time reporting

**08**

Evolution of CRM to personal sales assistant thanks to AI



# Innovation in Sales Technology



## Cloud Based

---

Access marketing material, videos, brochures and more while working online or off.

## Native Application

---

A native App in 8 languages for all major mobile operating systems and devices

## Geolocation Technology

---

Provides relevant information for any account or prospect based on geo-location with route-planning.

## Activity Record

---

Keep track of emails, phone calls, and customer visits - to save time and stay organized.

## CardManager

---

Synchronizes business cards with contacts and clients within the ForceManager sales tool.

## CRM History

---

Access a range of customer information including previous interactions and contact details.

## Sales Insights

---

Gain powerful insight thanks to real-time data to adjust sales strategies and improve performance.

## Weekly Report

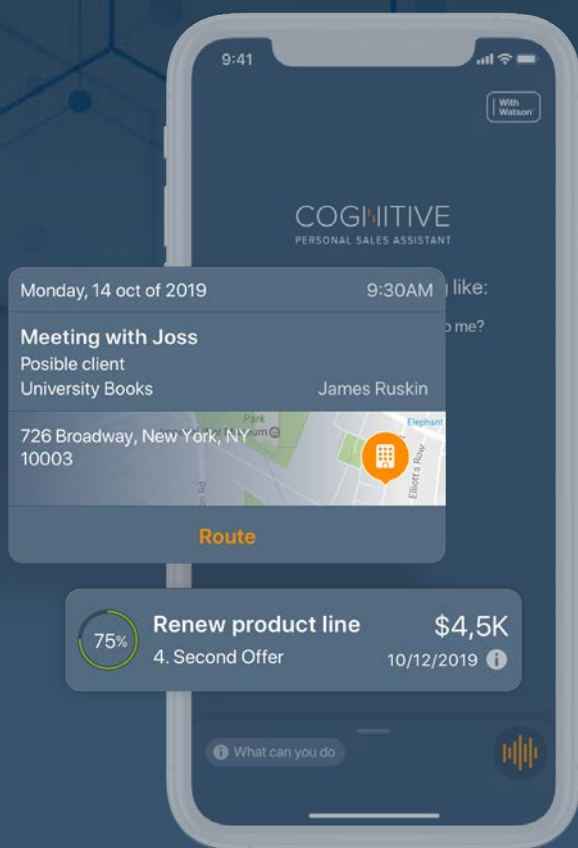
---

A summary of each user's activity, giving sales reps a better reflection of their own performance, motivating them to achieve their targets.



## Simplify the seller experience with AI built directly into ForceManager

Automate tasks, save time and be more productive than ever.



### Say hello to Dana

- **Work smarter**  
Now you can use voice to navigate the app and access Dana, the only AI-assistant designed for field sales.
- **Your partner in crime**  
"Hey, Dana!" Get briefings, manage your pipeline and report on the go. Dana does things faster, so you can focus on impressing clients and closing deals.
- **Discover Siri Shortcuts**  
Dana syncs with Siri for a seamless experience. Program shortcuts and make commands without opening the ForceManager App.

### What's in it for you?

#### Be more productive

Cut time spent on admin and use voice commands to organize your day with less effort.

#### Be more prepared

Cognitive makes proactive suggestions like reminding you to follow up with a client or log a visit.

#### Be more efficient

Speed, customization and proactive analysis all in one, user friendly App that responds to you.

#### Available for iOS and Android

Cognitive 2.0 is available across all devices and included in all ForceManager packs.



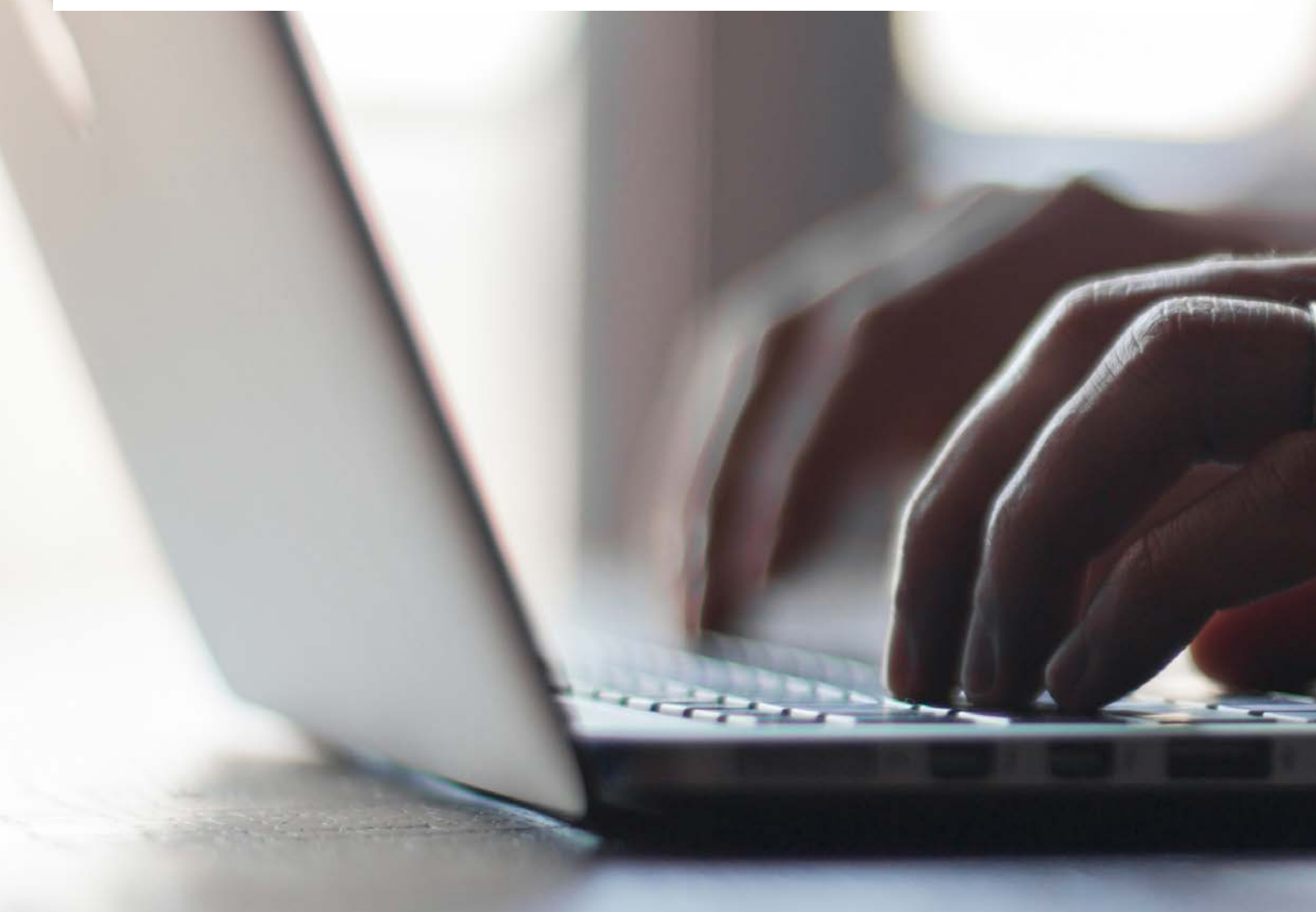


# Meet a few of our over

1,500+ global customers



L'ORÉAL®



# ForceManager figures



 **Languages**

Available in 8 languages

 **HQ**

HQ in Barcelona

 **Employees**

More than 100 employees

 **Team**

International team of 15+ nationalities

Supporting clients in  
**36 countries**  
and growing!

We move  
**Field Sales**



**Contact us!**

marketing@forcemanager.net

3 Carrer Josep Irla i Bosch,

Barcelona, Spain 08034

+34 662 187 208

WEB: [forcemanager.com](http://forcemanager.com)

PRESS ROOM: [forcemanager.com/pr](http://forcemanager.com/pr)

LINKEDIN: [linkedin.com/company/forcemanager](https://www.linkedin.com/company/forcemanager)

TWITTER: [@forcemanager](https://twitter.com/forcemanager)

FACEBOOK: [facebook.com/forcemanager](https://www.facebook.com/forcemanager)

INSTAGRAM: [@forcemanager](https://www.instagram.com/forcemanager)



