

A close-up photograph of a woman with curly hair blowing a cloud of pink glitter from her cupped hands. The background is softly blurred, suggesting an outdoor setting. A bright pink rectangular box is overlaid on the top right of the image, containing white text.

**Add a little Oomph!
into your app**

Resco Mobile CRM **Personalization & Branding**

Resco Mobile CRM for Microsoft Dynamics CRM can be highly customized. So why not make it a bit more special? After all, it will be yours to use (and love).

Supported mobile platforms:

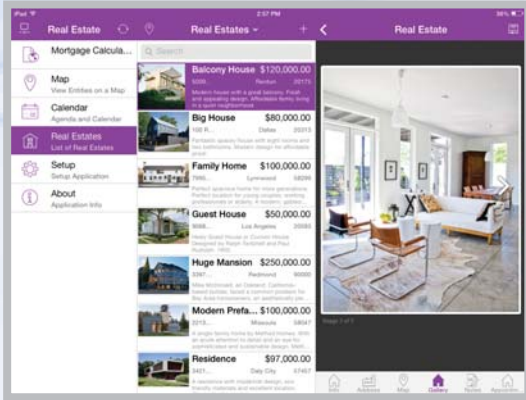
 iPhone/iPad  Android  Windows

resco.net
technology on the move

Resco Mobile CRM Personalization & Branding

Customizing your Mobile CRM app doesn't have to stop at including custom entities, fields and commands. You can do much more. See for yourself:

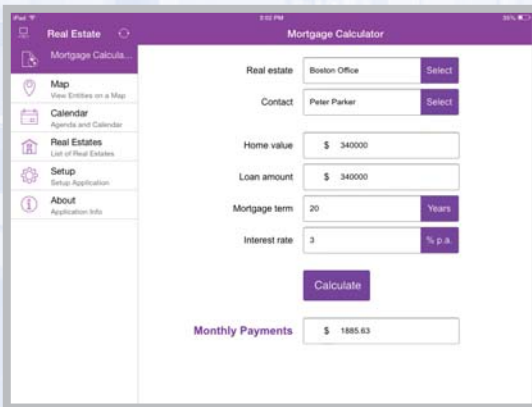
Presentations



▲ Charm your customers with stunning product presentations you can swipe through and zoom into.

You can include HTML pages (.html .js .css .jpg files) within the app, which will be available also in an offline mode, even without an Internet connection.

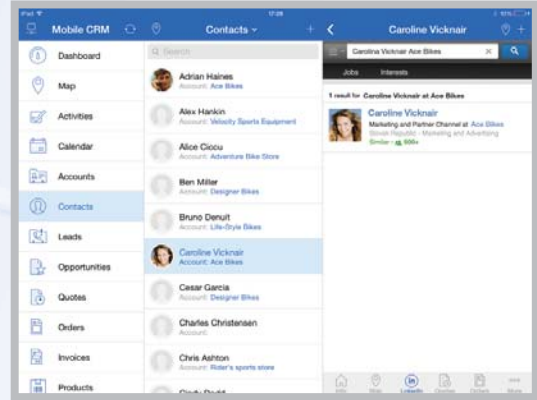
Custom forms & items



▲ A custom calculator accesses the price of a house (which is stored in CRM) and calculates the mortgage payment for the property.

Resco's JavaScript Bridge allows you to create an HTML page that interacts with the Mobile CRM application. That means you can create/modify/delete records, access the data layer, configuration, metadata, GPS position, etc.

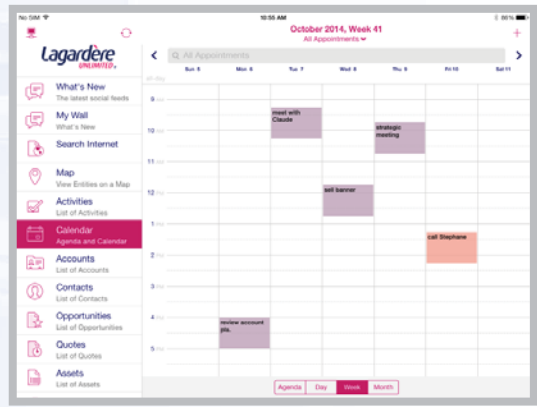
Iframes



▲ An IFrame can do an automatic search of a person on LinkedIn.

Use Iframes to access websites, your intranet, or get the scoop on your prospects by quickly looking at their web presence. Iframes can also pass entity fields as parameters, meaning you can, for instance, google a potential customer's website before you contact them. After all, you are probably already doing this the hard way: manually.

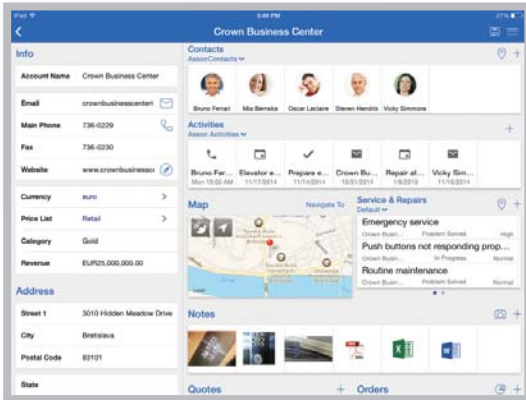
Color Themes



▲ An app can reflect your brand identity or personal color preference.

Change the graphical appearance of the app – select the colors for each part of the app – the easy-to-use designer lets you design the app with your brand colors or any other theme you choose.

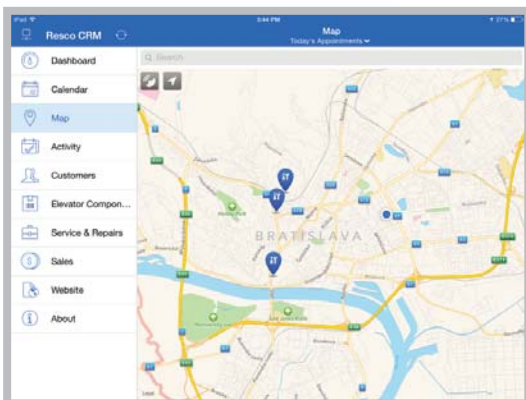
Images



- ▲ Add images into your app to see a product's picture or a contact's photo.

The application enables you to include entity images or any note images. These can be used on form or views to make navigating your records even faster.

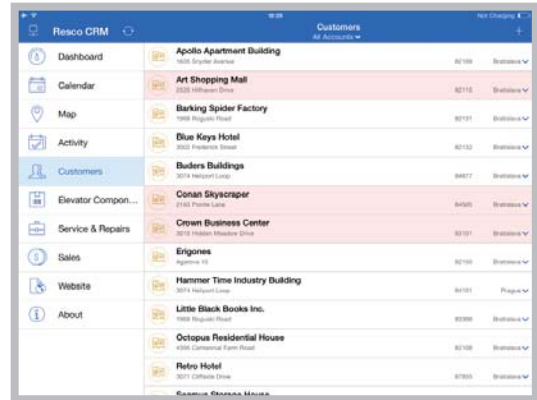
Custom icons



- ▲ You have the opportunity to make the app look like it was built just for you.

Replace the icons with those your users know and like. You'll make it easier for them to navigate — visually.

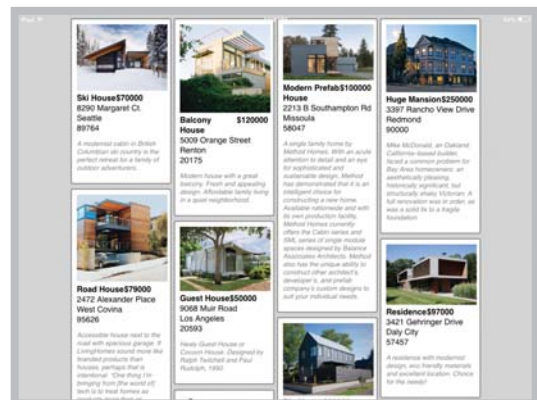
Color-coding



- ▲ Customers, whose insurance is about to expire, clearly stand out.

Make the things that matter the most stand out. You can color-code activities, highlight hot opportunities or attract attention to overdue invoices. Simply create a rule that will apply a different design to a record if the given condition is met.

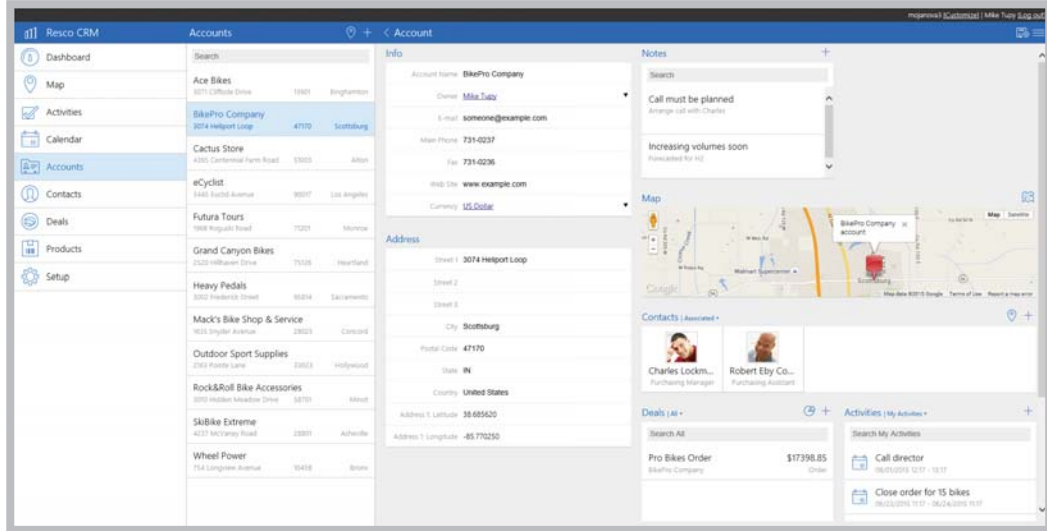
Replace the whole interface



- ▲ A real-estate agency can provide an app to potential buyers that is easy to use and looks gorgeous.

You can take it to the extremes and replace the whole user interface with an HTML page. With a free hand, you can create an app that looks like nothing you've seen before.

It's not just about the mobile app anymore



▲ *Resco Mobile CRM's web browser client has the same look and feel as the mobile application, offering a unified user experience across all platforms and devices*

Every Mobile CRM license now includes access to Resco's own CRM server. It enables you to work with your data also via a web browser client that complements the mobile application. And the best part? Any customizations you make in the configuration console will be instantly reflected in both the app and the browser client.

Get in touch!

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