

FIELD FORCE AUTOMATION

Customized Solutions for Your Field Operations

March 2000 \$5.95

Picking a Systems Integrator

How to Master
Your Most Important
FFA Decision

Wholesale Profits:
Mobile Technology
Meets Distribution

2000 Pen Tablet
Buyer's Guide

www.ffamag.com

Reconnecting With the Human in CRM

eCRM



Reconnecting With the Human in CRM

Freedom
Technology
Media Group



KEYSPAN USB-BASED PDA ADAPTER



MOBILE OFFICE ENTERPRISE NAVIGATOR



INTERMEC TECHNOLOGIES NORAND PEN*KEY 6640

Handheld Options

Designed to be flexible and expandable and to meet the needs of virtually all users, the Norand Pen*Key 6640 Mobile Computing System from Intermec Technologies is powered by a 266-megahertz Pentium processor and has a full range of PC expansion slots to accommodate WAN, LAN and GPS radio options. The unit weighs about five pounds, and its 10.4-inch screen shows Windows 98 and compatible applications in full color. Application software can be customized by Intermec's software team, or users can employ the company's Enterprise Integration Services (EIS) department to achieve full potential from the Pen*Key 6640. Price: \$4200. Contact: (800) 452-2757; www.intermec.com/mobile/6640

Spanning the Data Gap

With the enterprise embracing Palm Computing and other handheld devices, it has become increasingly important to transfer data from these portable computers to a base system. The most recent release from Keyspan claims to be the cheapest way to do so. With its USB-based PDA Adapter, Palm and Sharp Wizard users can synchronize their handheld units with their Windows 98 PCs. The adapter weighs less than two ounces and features a built-in USB cable for connection to the PC, as well as a DB9 port for connecting to the PDA cradle or sync cable. Price: \$99. Contact: (510) 222-0151; www.keyspace.com

Productivity to Go

Because mobile workers need to be able to process information at all times, even while traveling from client to client in their vehicles, the importance of having a viable rolling office is critical to their success. The Navigator from Mobile Office Enterprise is one way to equip your workers to handle these chores. Available in three platform sizes that can be easily removed from the mount, the Navigator can hold any size laptop computer and adjust to almost any height. The base pedestal is mounted to the vehicle's floor via no-drill mountings and is equipped with shock control to protect a laptop's hard drive. Price: Starts at \$199.95. Contact: (513) 759-0904; www.mobiledesk.com