FORCEMANAGER®
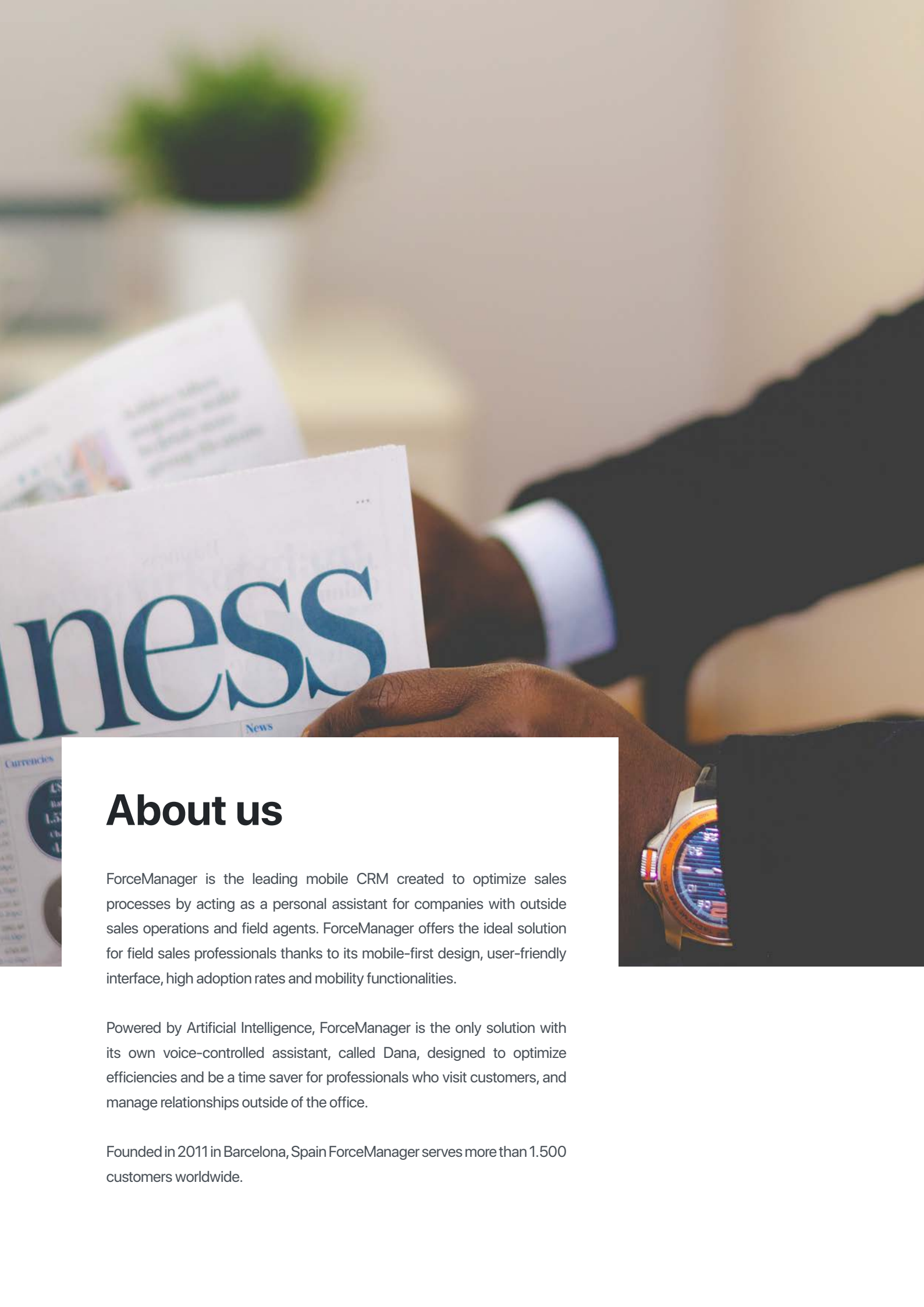
WE MOVE

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

XAVIER BISBAL
CTO & 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 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 companyu growth.

ForceManager Investors

AXA Venture Partners

NAUTACAPITAL

FINAVES IESE Business School Universidad de Navarra

H-FARM

INDACO VENTURE PARTNERS SGR

P101

Club Italia Investimenti 2

What does ForceManager do?

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

" Stats we love

80%
Avergae 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 markeitng material, videos, brochures and more while working online or off.

CardManager

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

Native Applicaction

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

CRM History

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

Geolocation Technology

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

Sales Insights

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

Activity Record

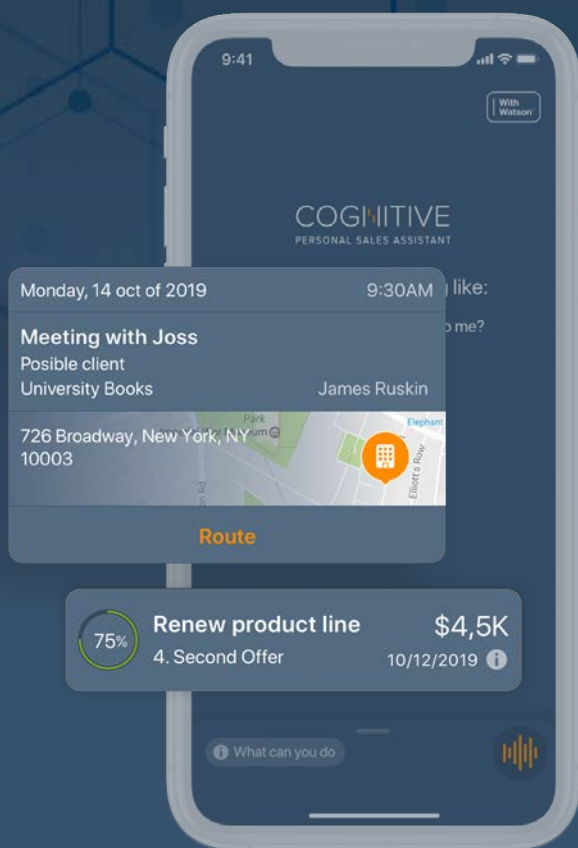Keep track of emails, phone calls, and customer visits - to save time and stay organized.

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.

COGNITIVE

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 commandswithout 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.
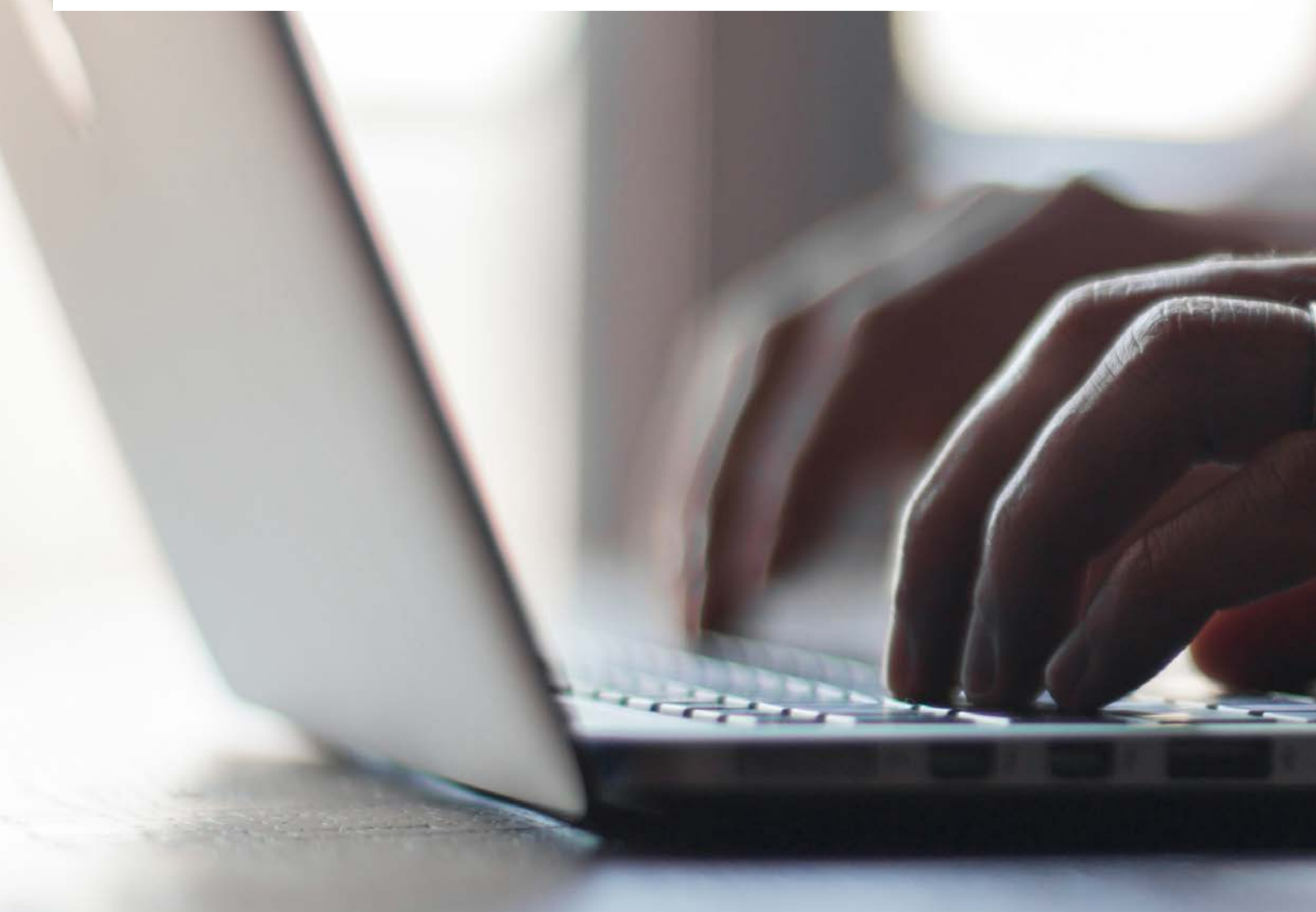
FORCEMANAGER®

Meet a few of our over

1,500+ global customers

GENERALI

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DAS

L'ORÉAL

ZURICH Santander
ZURICH SANTANDER · INSURANCE AMERICA

Hertz

PEPSICO

GULFEAGLE SUPPLY

RWC GROUP Run Right.

EuroCredit

Unilever

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

FORCEMANAGER®

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