

How can instant analytics help sales teams spend more quality time with customers?

Bernhardt Furniture Company

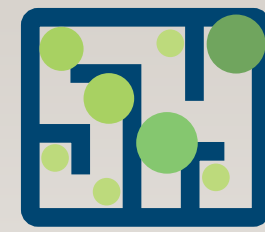
Bernhardt's innovative, customizable furniture has always been a big hit at trade shows



But its sellers spent more time flipping through product catalogs than talking to customers



A new tablet app from IBM puts product information at sellers' fingertips during shows



And location analytics reveals how customers are flowing through the showroom



Helping to design layouts that really show off Bernhardt's most exciting products

20%

And lifting revenues by **20%** in the export department alone

