SMART kapp Sales Training Quick Reference Guide

SMART ®

Identifying Customers Who Will Gain Value from SMART kapp

About the customer
Customers who will gain the most value from SMART kapp will most likely:

- Brainstorm, problem-solve, or create lists and designs on a dry-erase whiteboard or flipchart in their meetings
- Capture and save their notes by photographing them with their phone camera, or by typing the notes out
- Share data with remote users

The customer's technical environment
Customers who will gain the most value from SMART kapp will have a technical environment that includes:

- The use of Android or iOS mobile devices
- A policy that allows them to save data on devices and third-party cloud services (e.g., Evernote, Google Drive, Dropbox)

Messaging SMART kapp

SMART kapp is a dry-erase board, pen, and eraser that allows text and drawings to be captured digitally and shared in a simple way to a mobile device, tablet, or PC.

Customer Pain Points

- Meeting notes on a dry-erase whiteboard or flip-chart are difficult to capture and save
- Meeting notes can be lost
- Information security can be compromised
- Remote staff can't see the meeting notes and feel isolated

SMART kapp's Solution
SMART kapp enables you to capture, save, and share information from anywhere.

- Mobile app allows you to capture collaborative ideas to your phone or tablet
- Pick up the dry-erase pen and start writing. Capture content in high-quality image or PDF files
- Share what you are drawing instantly with others via weblink

Demonstrating SMART kapp

The demo process should go in the following sequence:

Introduce SMART kapp and write on the board
While summarizing what SMART kapp is, pick up the pen and write on the board.

Connect a mobile device
SMART kapp makes it easy to connect to a mobile device like a smart phone or tablet and save your notes and ideas.
- Launch SMART kapp app on your mobile device and scan the **QR code** or tap the **NFC tag** to connect
- Show the device screen; what was written on the board appears in the app
- Write/erase again and show the tablet screen again

Mention key benefits:
- "The SMART kapp app is available as a free download for Apple and Android mobile devices."
- "Scanning the QR code or tapping NFC tag is a simple way to connect a mobile device."
- "Whatever is written on the board appears on your connected mobile device automatically."

Save snapshots
SMART kapp makes it easy to save your notes and ideas.
- Connect a USB thumb drive and save snapshots as a jpeg file (do not demonstrate this feature)
- Press the **snapshot** button 📷 on the board to save the snapshot
- Write something else and erase a small part of something else on the board and press the **snapshot** button 📷 in the app

Show how to save one or more snapshots to another app or cloud service:
- Ask if they use OneDrive, Evernote, Dropbox, etc. Press the **share** button in the SMART kapp app and save a PDF

Mention key benefits:
- "User option to save to USB thumb drive and access snapshots on a laptop or PC to view and share."
- "Use familiar apps and cloud services on your mobile device to save and share snapshots."
- Create multiple snapshots by pressing the snapshot button

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Share notes with a remote participant

"With SMART kapp you can invite others to participate remotely. We call this Live Sharing, and it's easy to do."

- While connected to the board, click the live **share** button in the SMART kapp mobile app and send via Gmail to remote participants
- Open Gmail on the remote device and click the link.
- Write on the board, show the change in the app, and then show them that it also appears in the Live Share view. Erase something
- Show how the remote participant can view previous snapshots from the sessions
- Show how the remote participant can save the snapshots

Mention key benefits:

- "Remote participants can see what I write and draw as it unfolds."
- "Remote participants can review any snapshots that were saved prior to joining the current session, and can quickly and easily download all snapshots from the session."

Disconnect the device, wipe the board

Show how easy it is to end a SMART kapp session.

- Click the x in the SMART kapp app to disconnect and erase the board
- Note the board status lights change
- Show the snapshot history in the SMART kapp app

Mention key benefits:

- Security - When mobile device disconnects, live sharing ends and remotes can no longer access the contents
- Save the snapshots as jpeg and PDF files that are much high quality than taking a photo writing notes

FAQs

Q: *"Can I use any dry-erase pen with SMART kapp?"*
A: Users can write on the board with any dry-erase pen.

Q: *"Do I need an internet connection to use SMART kapp?"*
A: SMART kapp itself does not require an internet connection. The mobile device that connects to the kapp board will require Wi-Fi or a mobile data plan in order to Live Share a session.

Q: *"Can I connect multiple SMART kapp boards together?"*
A: SMART kapp is designed to connect only with a mobile device, hence SMART kapp boards cannot be connected to each other.

Q: *"Is SMART kapp mobile? Can I move it between locations?"*
A: SMART kapp weighs around 35lbs and is easily setup in almost any environment. SMART kapp can be made to be mobile by mounting it on a VESA-compatible mobile floor stand. This will allow SMART kapp to be easily moved between rooms within an office or building.

Q: *"How many dry-erase pens does SMART kapp come with and can I buy additional pens as replacements?"*
A: SMART kapp comes with three dry-erase pens, and you can use any dry-erase pen as a replacement.

Q: *"Can I connect a PC to the SMART kapp board?"*
A: SMART kapp is designed to connect to SMART kapp app via Bluetooth using an Android or iOS mobile device. Snapshots captured on a mobile device or USB drive can be transferred to a PC.

Q: *"How many remote users can join my Live Share session?"*
A: Up to five remote users can join a live share session.

Q: *"What prevents someone from sneaking content from my executive's SMART kapp board?"*
A: When a user connects to a SMART kapp digital capture board, there is a visible connection icon illuminated to indicate a device is connected. As well, only one mobile device may connect to a board at a time.

Q: *"When I erase the board, can anyone else reconnect another device and access my content?"*
A: Once physical dry-erase is erased, its digital counterpart is also permanently deleted from the board memory.

Q: *"So the data from the board gets sent to an external cloud service; isn't the cloud a place where people can steal data?"*
A: Sensitive information in the kappboard.com cloud is protected by encrypted communication protocols (HTTPS); sensitive data is also removed as soon as you stop sharing it.

Resources

www.smartkapp.com