

Distributor Sales Tool

Mettler-Toledo is a manufacturer of scales and analytical instruments. They wanted to explore what kind of impact an iPad App would have in supporting their sales and marketing efforts, particularly for their distribution partners.



Utilizing existing marketing collateral — text, video, and PDF documents — Mettler-Toledo needed a prototype to be completed within two weeks, to use at an upcoming trade show. With our partner, Pillar Technology, the resulting App had the functionality the client wanted, including a

“PDF browser” feature that enabled users to quickly find the content of 100 documents, showcasing use cases for Mettler-Toledo products.

Mettler now has two versions of the App specific to two of its distributors in Apple’s business to business App Store.

METTLER TOLEDO

Client: Mettler-Toledo

Apps: VWR and Fisher MT Apps

Platform: iPad

Project: Prototyped a sales and marketing App to showcase Mettler-Toledo products for a trade show. Includes a 100 document PDF “browser”. Initial development time was 2 weeks.

Two production versions were later produced for Mettler-Toledo distributors.

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