**CLAIMS**

1. An interaction execution system comprising
- a software suite, the software suite comprising an interaction application for installation on a client device,
the client device comprising a computer memory, the computer memory comprising the interaction application, the client device comprising location detection means for obtaining location data,
- a remote server,
- a wireless connection between the client device and the remote server,
wherein the interaction application is operative
- to derive an actual location of the client device using the location data of the location detection means,
- to receive user interaction data, the user interaction data being indicative of a user interaction with an interaction partner at a pre-determined location,
the receiving of the user interaction data comprising retrieving user interaction information from a database on the client device, the user interaction information comprising a pre-determined location of the user interaction, data relating to the interaction partner and data relating to a user of the client device,
the interaction application being further operative to compare the actual location of the client device with the pre-determined location of the user interaction,
to generate an automated message if a mismatch between the actual location of the client device and the pre-determined location of the user interaction is detected,
- to send the automated message to the remote server as soon as the client device is connected over the wireless

connection, and to output the automated message to a user of the remote server~~.~~,

- to match a list of sold products to a list of distributed product samples, and to raise a flag if one of the sold products matches a distributed product sample.

2. The interaction execution system of claim 1, wherein the client device comprises a receiver for signals of a satellite navigation system, and a position module for deriving the location of the client device from the signals of the satellite navigation system.

3. The interaction execution system according to claim 1, wherein the client device comprises a receiver for signals of a cell phone network, and a position module for deriving the location of the client device from the signals of the cell phone network.

4. Computer implemented method for operating an interaction execution system, the interaction execution system comprising a software suite, the software suite comprising an interaction application for installation on a client device, the method comprising
receiving user interaction data by the interaction application on the client device,
the receiving of the user interaction data comprising
retrieving user interaction data relating to an interaction partner from a database on the client device, the user interaction data being indicative of a user interaction with the interaction partner at a pre-determined location,
obtaining location data and deriving an actual location of the client device from the location data,

comparing the actual location of the client device with the pre-determined location of the user interaction, generating an alert message if a mismatch between the actual location of the client device and the pre-determined location of the user interaction is detected, sending the ~~automated~~ alert message to ~~the~~ a remote server as soon as the client device is connected over ~~the~~ a wireless connection, and outputting the ~~automated~~ alert message to a user of the remote server.

5. The method of claim 4, comprising receiving a location signal over ~~a~~ the wireless connection and deriving the location data from the location signal.

6. The method of claim 5, comprising receiving the location signal from a satellite navigation system.

7. The method of claim 5, comprising receiving the location signal from a cell phone network.

8. The method according to claim 5, wherein the user interaction data comprises a request for delivering a product sample to the interaction partner.

~~9. The method according to claim 5, wherein the user interaction data comprises a request for delivering a product sample to the interaction partner.~~

~~10~~9. The method according to claim 5, the method comprising sending the generated alert message to ~~a~~ the remote server,

matching the alert message to user data of ~~the~~ a user of the client device,
updating a stored track record of the user of the client device.

~~11~~10. The method of claim ~~10~~9, comprising
retrieving the stored track record of the user of the client device by a managing application of the software suite,
generating a visual indicator in a graphical user interface of the managing application, which is indicative of a status of the track record.

~~12. A computer implemented method for operating an interaction execution system, the interaction execution system comprising a software suite, the software suite comprising an interaction application for installation on a client device, the method comprising:~~
~~detecting a user interaction by way of receiving input data by the interaction application,~~
~~receiving competitor product data relating to a competitor product,~~
~~retrieving product catalogue data,~~
~~matching the product data of the competitor product with the product catalogue data,~~
~~deriving a product recommendation by identifying one or more products in the product catalogue data which are similar to the competitor product or which complement the competitor product,~~
~~displaying the product recommendation.~~

~~13. The method according to claim 12, wherein the competitor product data is indicative of one or more competitor product that the client has purchased.~~

~~14. The method according to claim 12, wherein the competitor product data is indicative of one or more competitor product that the client intends to purchase.~~

~~15. A computer implemented method for operating an interaction execution system, the interaction execution system comprising a software suite, the software suite comprising an interaction application for installation on a client device, the method comprising:~~

~~monitoring the distribution of product samples to an interaction partner and generating a list of distributed product samples,~~

~~monitoring products sold to the interaction partner and generating a list of sold products,~~

~~matching the list of sold products to the list of distributed product samples,~~

~~raising a flag if one of the sold products matches a distributed sample.~~

~~16. The method of claim 15, comprising~~

~~counting the number of sold products that match a distributed sample.~~

~~17. The method according to claim 15,~~

~~comprising~~

~~collecting historical client data of the interaction partner,~~

~~generating a product recommendation based on the historical data.~~

~~18. An interaction execution system comprising~~

~~- a software suite, the software suite comprising an interaction application for installation on a client device,~~

~~- a client device, the client device comprising a computer memory, the computer memory comprising the interaction application, and the computer memory comprising an interaction database,~~

~~- a remote server,~~

~~- a wireless connection between the client device and the remote server,~~

~~the interaction application being operative to~~

~~- detect a customer interaction by way of receiving input data,~~

~~- retrieve competitor product data relating to a competitor product from the interaction database,~~

~~retrieve product catalogue data from the interaction database,~~

~~match the product data of the competitor product with the product catalogue data,~~

~~derive a product recommendation by identifying one or more products in the product catalogue data which are similar to the competitor product or which complement the competitor product,~~

~~displaying the product recommendation.~~

~~19. An interaction execution system comprising~~

~~- a software suite, the software suite comprising an interaction application for installation on a client device,~~

~~- a client device, the client device comprising a computer memory, the computer memory comprising the inter-~~

~~action application and a database, the database comprising a pre-determined location of an interaction partner~~

~~- a remote server,~~

~~- a wireless connection between the client device and the remote server,~~

~~the interaction application being operative~~

~~- to monitor the distribution of product samples to the interaction partner at the pre-determined location and to generate a list of distributed product samples,~~

~~- to monitor products sold to the interaction partner and to generate a list of sold products,~~

~~- to match the list of sold products to the list of distributed product samples,~~

~~to raise a flag if one of the sold products matches a distributed sample, to generate an accounting message and to send the accounting message to the remote server, wherein the accounting message is of a first type if one of the sold products matches the distributed sample and of a second type if none of the sold products matches the distributed sample.~~

~~20. A computer implemented method for operating an interaction execution system, the interaction execution system comprising a software suite, the software suite comprising an interaction application for installation on a client device, the method comprising~~

~~receiving data indicating a request to obtain a product or a product sample on the client device,~~

~~generating a product request message for delivering the product or product sample,~~

~~sending the product request message to a remote server,~~

~~receiving the product request message on the remote server,~~

~~generating a product delivery message for delivering the product or product sample to a client or to a sales person associated with the client.~~

~~21. The method of claim 20, comprising~~
~~triggering an automated packaging of the product or product sample.~~

~~22. The method of claim 20, comprising~~
~~triggering an automated delivery of the product or product sample.~~

~~23. The method of claim 20, comprising~~
~~triggering an automated production of the product or product sample.~~

~~24. The method of claim 23, wherein the automated production of the product or product sample comprises a 3D-printing process.~~

~~25. An interaction execution system comprising~~
~~- a software suite, the software suite comprising an interaction application for installation on a client device,~~
~~the client device comprising a computer memory, the computer memory comprising the interaction application and a database,~~
~~- a remote server, the remote server comprising a remote database, the remote database comprising a predetermined delivery location,~~
~~- a wireless connection between the client device and the remote server,~~
~~the interaction application being operative~~

~~- to receive data indicating a request to obtain a product or a product sample on the client device,~~

~~generate a product request message for delivering the product or product sample to an interaction partner,~~

~~to automatically send the product request message to the remote server as soon as the client device is connected over the wireless connection,~~

~~receive the product request message on the remote server,~~

~~to retrieve the pre-determined delivery location from the remote database,~~

~~generate a product delivery message for delivering the product or product sample to the pre-determined delivery location of the interaction partner, or to a sales person associated with the interaction partner.~~

~~26. A computer implemented method for operating an interaction execution system for generating a customer interaction workflow, the interaction execution system comprising a software suite, the software suite comprising a sales application for installation on a client device, the method comprising~~

~~generating a customer interaction workflow, the customer interaction workflow comprising~~

~~one or more suggested steps to follow during a customer interaction,~~

~~data relating to material to be presented to an interaction partner during the customer interaction, wherein the generated customer interaction workflow depends on input data gathered during at least one previous customer interaction.~~

~~27. Method according to claim 26,~~

~~comprising deriving a duration measure for the duration of a customer relationship based on previously acquired historical data of the interaction partner,~~
~~adjusting the generated customer interaction workflow depending on the derived duration measure.~~

~~28. Method according to claim 27, comprising counting a number of previous meetings with the interaction partner,~~
~~deriving the duration measure based on the number of previous meetings with the interaction partner.~~

~~29. Method according to claim 26,~~
~~comprising~~
~~monitoring information that has been displayed to the interaction partner in previous meetings,~~
~~removing steps from a customer interaction workflow which relate to previously displayed information.~~

~~30. Method according to claim 29,~~
~~wherein the previously displayed information relates to a video presentation of handling a product.~~

~~31. Method according to claim 29, comprising~~
~~- monitoring the distribution of product samples to the interaction partner and generating a list of distributed product samples,~~
~~- monitoring products sold to the interaction partner and generating a list of sold products,~~
~~matching the list of sold products to the list of distributed product samples,~~
~~adjusting the customer interaction workflow if one of the products in the list of sold products matches a distributed sample in the list of distributed samples.~~

~~32. A sales execution system comprising~~

~~- a software suite, the software suite comprising an interaction application for installation on a client device,~~

~~- a client device, the client device comprising a computer memory, the computer memory comprising the interaction application,~~

~~wherein the interaction application is operative to generate a customer interaction workflow, the customer interaction workflow comprising~~

~~one or more suggested steps to follow during a customer interaction,~~

~~data relating to material to be presented to an interaction partner during the customer interaction, wherein the generated customer interaction workflow depends on input data gathered during at least one previous customer interaction.~~

~~33. A sales execution system comprising~~

~~- a plurality of client devices, each of the client devices comprising a computer memory, the computer memory comprising~~

~~at least one software application of a plurality of software suites,~~

~~application management interface data, the application management interface data comprising access control data, the access control data determining which features of the at least one application are accessible for a user group of a pre-determined set of user groups,~~

~~a local application management application for configuring the application management interface data, the local application management application being operative~~

~~to communicate with a remote administration management interface module on a remote computer system, the remote administration management interface module being configured as a gateway for a data transfer between application data of the software applications,~~

~~a local database for storing local application data of the at least one software application, the software application being operative to synchronize the local application data with a remote database on the remote computer system,~~

~~wherein each of the software suites is configured according to a subscription scheme selected by a client entity of the software suite, the configuration comprising activation and deactivation of software applications using a suite management interface module, the suite management interface module being provided for execution on the remote computer system, wherein the application management interface updates the at least one software application of the software suite automatically based on the application management interface data, if a feature of the at least one application is not accessible for the user group and the application management interface data indicates that the feature of the at least one application is accessible for the user group.~~

~~34. The sales execution system according to claim 33, wherein at least one of the client devices of a client entity of a software suite comprises a local suites management interface application that is operative to communicate with the suite management interface module.~~

~~35. The sales execution system according to claim 33, wherein the applications of the plurality of suites comprise~~

~~a suites mobile sales application and a web store application.~~

~~36. The sales execution system according to claim 33, wherein the applications of the plurality of suites comprises a sales leaders application.~~

~~37. The sales execution system according to claim 33, wherein the suite management interface module is provided on a dedicated web server.~~

~~38. The sales execution system according to claim 33, wherein the suite management interface module is provided on a dedicated web server.~~

~~39. The sales execution system according to claim 33, wherein the remote administration management interface module is provided on a dedicated web server.~~

~~40. The sales execution system according to claim 33, wherein the applications comprise a login interface, and wherein the login interface limits access to a given application to one or more user group of the pre-determined set of user groups according to the user access data.~~

~~41. The sales execution system according to claim 33, wherein the pre-determined set of user groups comprises a sales personnel user group, a sales leaders user group, a customer user group, and an administrator user group.~~

~~42. The sales execution system according to claim 33, the sales execution system comprising the remote computer system, the remote database and the suites management interface module being provided on a plurality of server computers of the remote computer system.~~

~~43. The sales execution system according to claim 33, wherein the subscription schemes comprises a first subscription scheme in which a sales application for use by a sales person is activated, a second subscription scheme in which the sales application and a sales leaders application for use by sales leaders that supervise sales persons is activated, and a third subscription scheme in which the sales application, the sales leaders application and a web application for purchasing products is activated.~~

~~44. A sales execution system comprising~~

~~- a plurality of software suites, the software suites comprising software applications for installation on client devices,~~

~~a local application management application for installation on the client devices, the local application management application being provided for configuring application management interface data, the application management interface data comprising access control data, the access control data determining which features of the at least one application are accessible for a user group of a pre-determined set of user groups, and the local application management application being operative to communicate with a remote administration management interface module, the remote administration management interface module being configured as a gateway for a da-~~

~~ta transfer between application data of the software applications,~~

~~a local database for storing local application data, the local application data relating to software applications of one of the software suites, the software applications being provided for installation on a client device, wherein the software applications of the one of the software suites which are provided for installation on the client device are operative to synchronize the local application data with a remote database on a remote computer system,~~

~~wherein each of the software suites is configured according to a subscription scheme selected by a client entity of the software suite, the configuration comprising activation and deactivation of software applications using a suite management interface module, the suite management interface module being provided for execution on the remote computer system.~~

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~~45. The sales execution system according to claim 44, wherein a local suites management interface application is provided for installation on a client device, the local suites management interface application being operative to communicate with the suite management interface module.~~

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~~46. The sales execution system according to claim 44, wherein the software applications of the plurality of suites comprise a suites mobile sales application and a web store application.~~

~~47. The sales execution system according to claim 44, wherein the applications of the plurality of suites comprises a sales leaders application.~~

~~48. The sales execution system according to claim 44, wherein the suite management interface module is operative to run on a dedicated web server.~~

~~49. The sales execution system according to claim 44, wherein the remote administration management interface module is operative to run on a dedicated web server.~~

~~50. The sales execution system according to claim 44, wherein the applications comprise a login interface, and wherein the login interface limits access to a given application to one or more user group of the pre-determined set of user groups according to the user access data.~~

~~51. The sales execution system according to claim 44, wherein the pre-determined set of user groups comprises a sales personnel user group, a sales leaders user group, a customer user group, and an administrator user group.~~

~~52. The sales execution system according to claim 44, wherein the remote computer system is provided by a distributed computer system.~~

~~53. The sales execution system according claim 44, wherein the subscription schemes comprises a first subscription scheme in which a sales application for use by a sales person is activated, a second subscription scheme in which the sales application and a sales leaders applica-~~

~~tion for use by sales leaders that supervise sales persons is activated, and a third subscription scheme in which the sales application, the sales leaders application and a web application for purchasing products is activated.~~

~~54. A computer memory, the computer memory comprising~~

~~at least one software application of a plurality of software suites,~~

~~application management interface data, the application management interface data comprising access control data, the access control data determining which features of the at least one application are accessible for a user group of a pre-determined set of user groups,~~

~~a local application management application for configuring the application management interface data, the local application management application being operative to communicate with a remote administration management interface module on the remote computer system, the remote administration management interface module being configured as a gateway for a data transfer between application data of the software applications,~~

~~a local database for storing local application data of the at least one software application, the software application being operative to synchronize the local application data with a remote database on a remote computer system,~~

~~wherein each of the software suites is configured according to a subscription scheme selected by a client entity of the software suite, the configuration comprising activation and deactivation of software applications using a suite management interface module, the suite~~

~~management interface module being provided for execution on the remote computer system.~~

~~55. A computer implemented method for operating a sales execution system, the sales execution system comprising a plurality of software suites, the software suites comprising software applications for installation on client devices, the method comprising~~

~~receiving first configuration commands over a local administration management interface which is installed on a client device, configuring the accessibility of features of the software applications for a user group of a pre-determined set of user groups according to the configuration commands,~~

~~modifying a data transfer between application data of the software applications on a remote computer system according to the first configuration commands,~~

~~receiving second configuration commands over a suites management interface,~~

~~modifying an accessibility of applications of a software suite according to the second configuration commands.~~