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# The mobile advantage

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**MOTOROLA**

*intelligence everywhere™*

# Organisations can benefit from mobilising their systems and services to a range of groups



- Logistics
  - Inventory Management
  - ERP Anywhere
- M-Supply Chain
- Transactions
  - Information
  - Access to workflow status
- M-Partners

- Intranet content
  - Workforce
  - Field force
- M-ployees
- Business applications
  - Sales & service management
  - Wireless portal
  - Security
- M-Infrastructure

- Ordering and payment
- M-Transactions
- Information
  - Personalisation
  - CRM
- M-Interactions

# Extending 'office' functions to handheld devices enables increased accuracy and faster reaction times



Mobile office capabilities can be split into two main areas:

**Types of office activity**

- Access to corporate data
- Access to email
- Access to calendar
- Access to core applications (e.g. Siebel, Oracle, Peoplesoft)

**Types of mobile workforce activity**

- Data capture
- Real time quotes
- CRM data
- Route planning
- Schedule updates

- Logistics
- Inventory Management
- ERP Anywhere

M-Supply Chain

- Transactions
- Information
- Access to workflow status

M-Partners

- Intranet content
- Workforce
- Field force

M-ployees

- Business applications
- Sales & service management
- Wireless portal
- Security

M-Infrastructure

# Field Service Mobility (FSM) extends the enterprise's support systems for service activities into the field

## Energy and Utilities



- Target staff**
- Infrastructure maintenance
  - Consumer service
  - Meter reading

- Example mobile solutions**
- Enable dynamic access to infrastructure status information
  - Provide rugged devices for use in hostile environment
  - Access meter readings without entering the premises

## Manufacturing



- Large site maintenance
- Fleet maintenance
- Customer support

- Access site plans and safety information on location
- Provide in-cab system for maintenance vehicles
- Provide access to customer service history

## Insurance



- Claims adjusters
- Cash premium collection

- Provide access to customer claim records
- Provide ability to interrogate claim calculation systems
- Access expert knowledge remotely with mobile video facility

## Retail



- White goods repair
- Supply chain liaison

- Provide dynamic access to warranty information
- Provide ability to interrogate spare parts database remotely
- Integrate delivery of spares and repeat visit with other appointments

## Telecoms

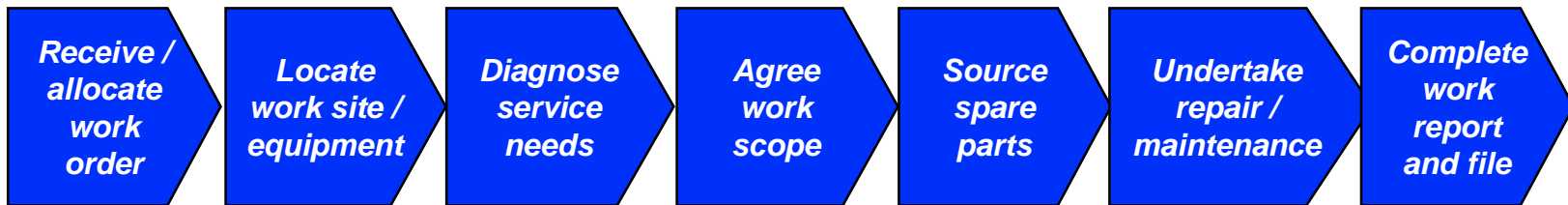


- Infrastructure maintenance
- Consumer service

- Provide access to customer records
- Enable access to network status information
- Download technical manuals remotely
- Provide voice link to customer

Mobile solutions provide field staff with improved resource planning, preparation and knowledge management

# Field Service Mobility solutions eliminate paper work and offer the opportunity to streamline service processes



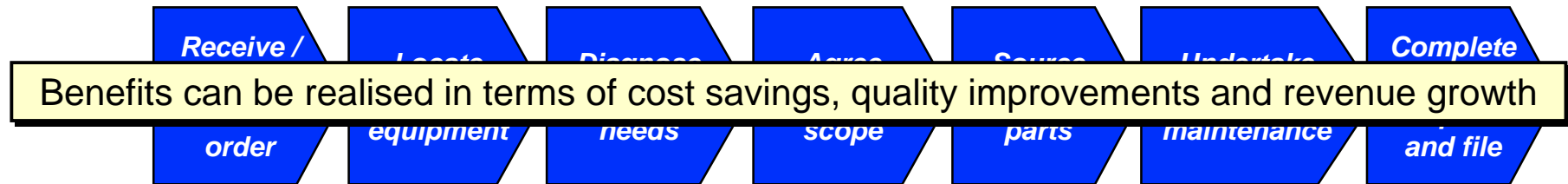
**Potential Mobile solution**

<ul style="list-style-type: none"> <li>• Provide data about assignments to a range of handheld devices</li> </ul>	<ul style="list-style-type: none"> <li>• GPS in device provides accurate operative / facility location</li> </ul>	<ul style="list-style-type: none"> <li>• Provide remote access to detailed technical information</li> </ul>	<ul style="list-style-type: none"> <li>• Capture scope via electronic form on handheld</li> </ul>	<ul style="list-style-type: none"> <li>• Provide mobile access to spare parts catalogue and order system</li> </ul>	<ul style="list-style-type: none"> <li>• Provide real-time 'repair in progress' status against assignment</li> </ul>	<ul style="list-style-type: none"> <li>• File report electronically and update warranty records</li> </ul>
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**Process change**

<ul style="list-style-type: none"> <li>• Allocate assignments based on real time availability</li> </ul>	<ul style="list-style-type: none"> <li>• Improve efficiency of locating facility or customer</li> </ul>	<ul style="list-style-type: none"> <li>• Enhance quality assurance procedures</li> </ul>	<ul style="list-style-type: none"> <li>• Remove paperwork / back office processes</li> </ul>	<ul style="list-style-type: none"> <li>• Avoid operator diversion into part location activities</li> </ul>	<ul style="list-style-type: none"> <li>• Avoid progress chasing activities amongst back office staff</li> </ul>	<ul style="list-style-type: none"> <li>• Remove paper-based processes from back office</li> </ul>
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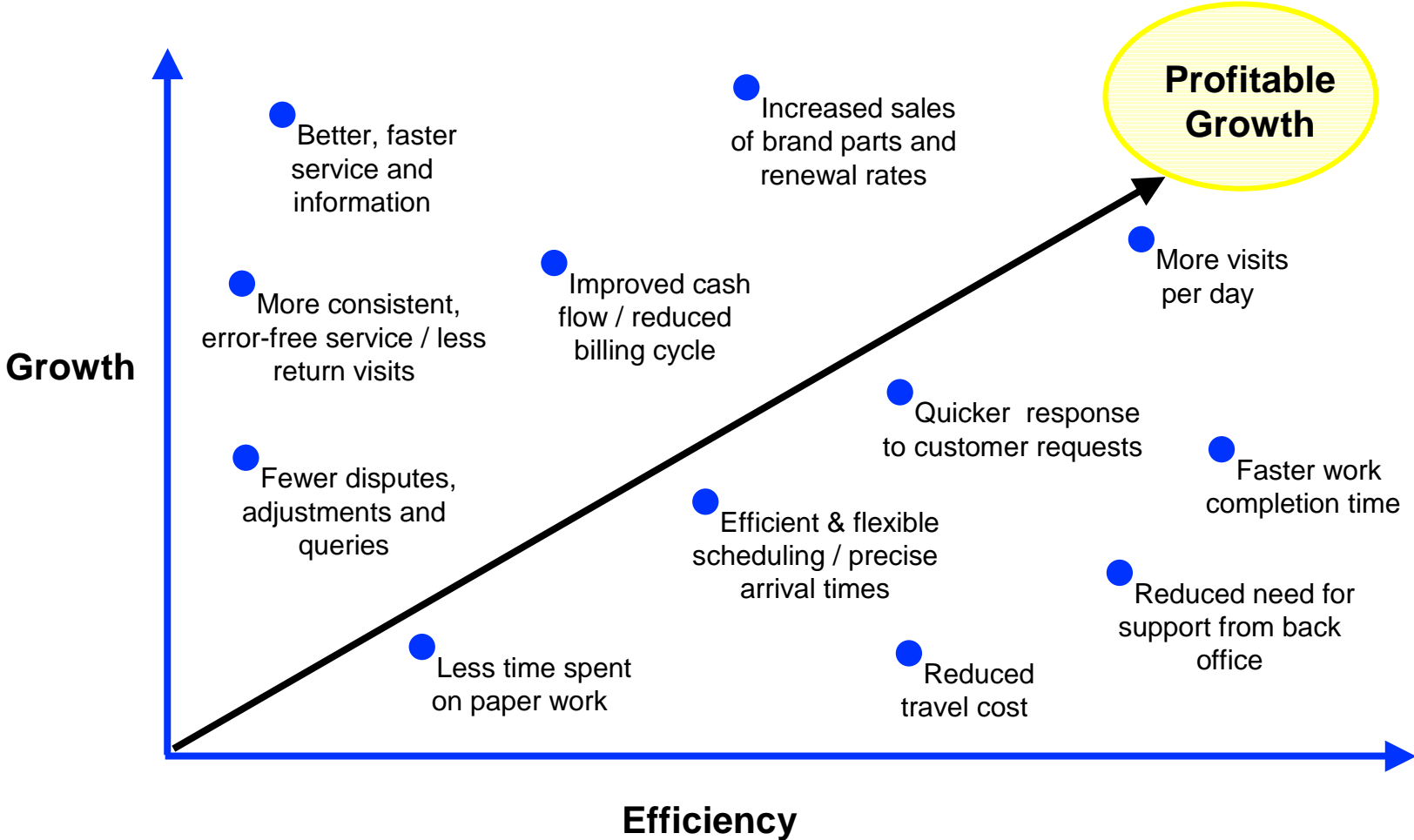
# Field Service Mobility solutions eliminate paper work and offer the opportunity to streamline service processes



**Benefits**

	Receive / order	Locate equipment	Diagnose needs	Agree scope	Source parts	Undertake maintenance	Complete and file
	<ul style="list-style-type: none"> <li>• Increase number of calls per day</li> <li>• Reduced travel time / cost</li> </ul>	<ul style="list-style-type: none"> <li>• Faster work completion time</li> <li>• Optimise travel time / cost</li> </ul>	<ul style="list-style-type: none"> <li>• More consistent service</li> <li>• Faster work completion</li> </ul>	<ul style="list-style-type: none"> <li>• Fewer disputes and adjustments</li> <li>• Higher retention rates</li> </ul>	<ul style="list-style-type: none"> <li>• Increased sales of brand parts</li> <li>• Faster work completion</li> </ul>	<ul style="list-style-type: none"> <li>• Reduced need for back office support</li> <li>• Increased customer retention rates</li> </ul>	<ul style="list-style-type: none"> <li>• Reduced need for support from back office</li> </ul>

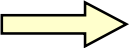
# Field Service Solutions offer business benefits in terms of both growth and efficiency



# FSM functionality reduces costs, increases revenues and improves customer satisfaction

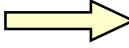
## Mobility Functions

- Determine price & availability for quotes / Order parts/service
- Access and update customer data
- Process invoices, billing and capture signatures
- Access standardized checklists and processes
- Access to product information, handbooks and technical specs.
- Dynamic dispatch, routing, status & scheduling
- Access Maps, Directions, Traffic and Weather
- Real-time tracking of job status, expense, and time
- Accept payments onsite
- Identify add-on sales and renewal opportunities
- Receive detailed work orders remotely
- Mobile office functions (e.g. email, expenses, timesheet)



## Benefits

- Less time spent on paperwork
- Better quality and faster service
- Improved first time completion rate / Fewer return visits
- Reduced need to call or return to back office
- Faster work completion time
- Quicker response to customer requests
- Efficient & flexible scheduling/ Precise arrival times
- More efficient routing & less travel time
- Improved sales & renewal rates by service personnel
- Faster & more accurate billing / Improved cash flow
- Fewer errors and subsequent disputes and adjustments
- More accurate and complete customer information



## Result

- Reduces Costs
- Increases Revenues
- Improves Customer Satisfaction



## Outcome





# FSM functionality reduces costs, increases revenues and improves customer satisfaction

Benefits	Cost Reduction	Revenue Generation	Customer Satisfaction
Less Time Spent on Paperwork	X	X	
Better Quality and Faster Service	X	X	X
Improved first time completion rate / Fewer return visits	X	X	X
Reduced need to call or return to back office	X	X	X
More efficient routing and less time spent on travel	X	X	
Fewer errors and subsequent disputes / adjustments	X		X
Faster and more accurate billing / Improved cash flow	X		X
Increased sales & renewals by service personnel		X	
Faster work completion time	X	X	X
Quicker response to customer requests	X		X
More accurate and complete customer information	X		X

# A wide range of companies are adopting FSM solutions for a wide range of field service processes

- **GE Power systems (US)** implemented a field service mobility solution using a wireless application service provider (WASP)  
Source: iMedion
- **GEM Industrial (US)** - Improved productivity, reduced customer response time, enhanced timecard processing and increased new business closing by 15%  
Source: Business 2.0
- **Sempra Energy (US)** - equipped field engineers with wearable computers  
Source: Business 2.0
- **First Service (US)** - enable service staff to generate invoice and job completion on a handheld via Siebel Wireless  
Source: Siebel
- **Severn Trent (UK)** - developed mobile Field Service applications based on Oracle technology  
Source: Oracle
- **Sears(US)** - equipped 12,500 home services technicians with Itronix mobile computing products to streamline servicing visits  
Source: Itronix
- **Bosch (Germany)** - provided service technicians with Compaq notebooks linked via dial-up to an SAP application  
Source: SAP
- **MediaOne (US)** - implementing a wireless workforce management system freed up 25% of employees to support a new product  
Source: Business 2.0, 2001
- **BT Industries (Sweden)** - provided field technicians with ERP synch solution on mobile devices  
Source: CGE&Y, 2001
- **Cymer (US)** - control customer service team through Siebel Field Service laptop synch solution  
Source: Siebel
- **Equiva (US)** - provided field service employees with Palm devices linked to SAP for task scheduling  
Source: CGE&Y 2001
- **Birka Energy (Sweden)** - subcontracted meter reading to postal services by providing wireless device linked to Oracle  
Source: Oracle

- 40% of Fortune 2500 businesses in the US have equipped or are equipping their workforces with wireless tools (Forrester, 2000)
- Investing in effective wireless technology will likely make mobile workers up to 30% more productive (Gartner, Feb 2000)
- Field service is the largest wireless data market segment in the US, accounting for approx. 30% of the customer base. (Yankee Group)

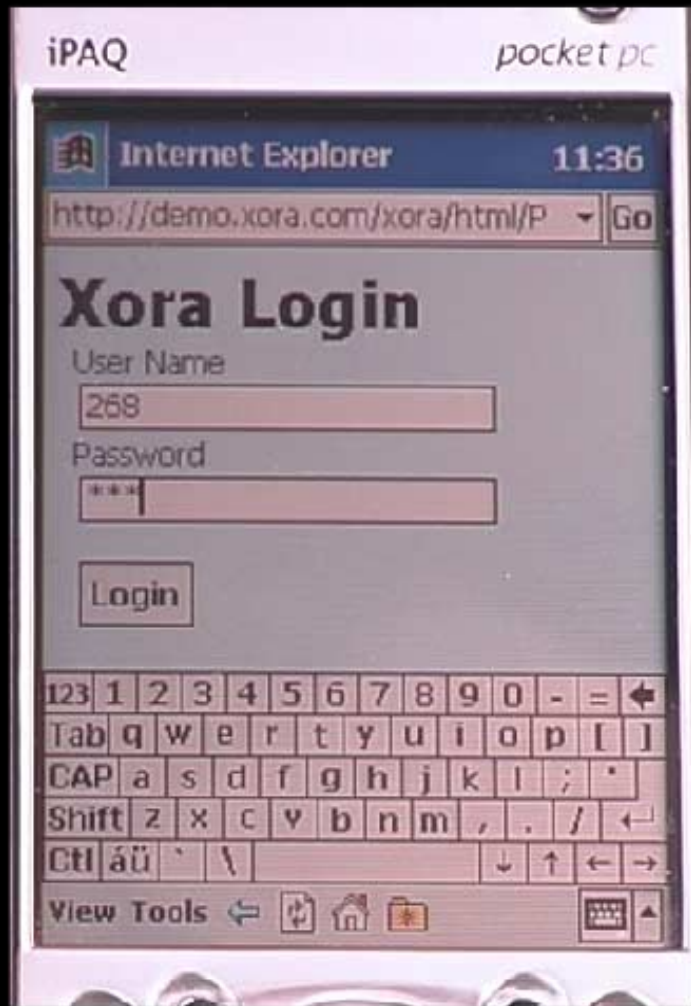
## Mobile workforce efficiency in action – *using the 'Xora' product suite as an example*

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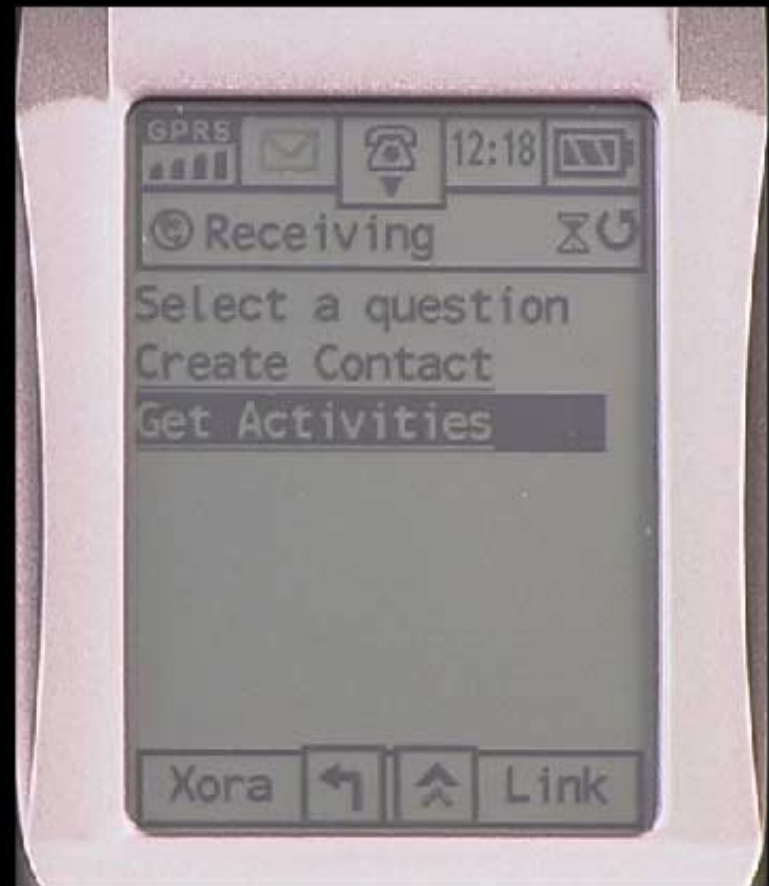
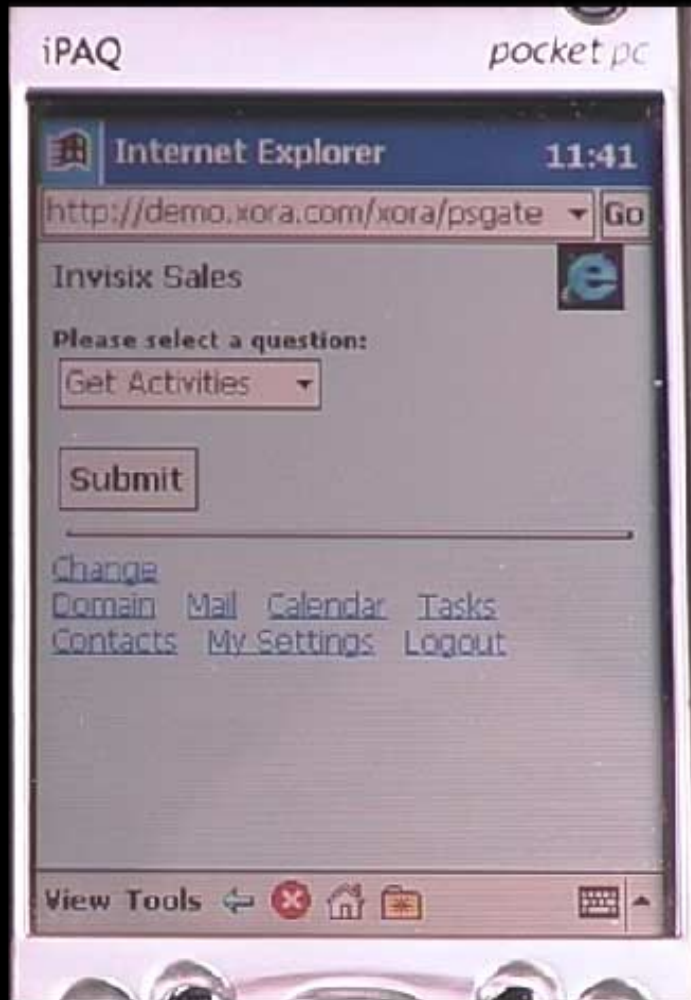
You are a mobile salesperson at a Fortune 3000 company, constantly on the move. When away from the office, you require real-time data and uninterrupted access to the company's back end applications such as Oracle ERP, SiebelCRM and MS Exchange.

With Xora you have wireless (WML), web (HTML) and voice (IVR) access to your corporate application platforms.

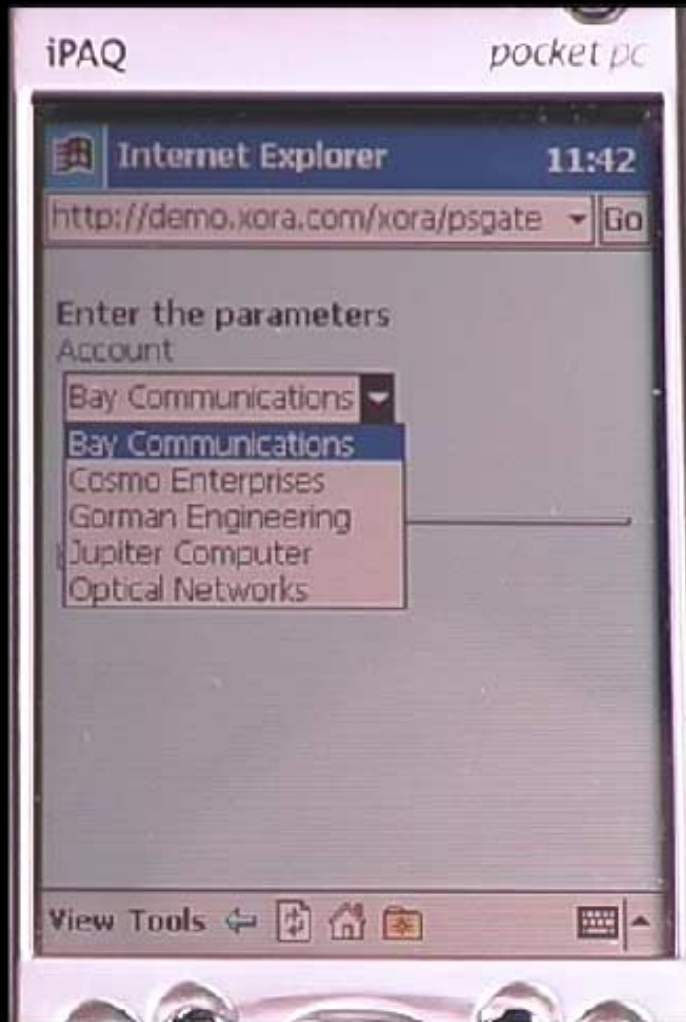
The user logs in to access corporate databases and applications.  
You only need this single log in to have access to all of your applications from the same menu.



First, you might choose to access your sales system (in this case Siebel) in order to get your activities for the day.

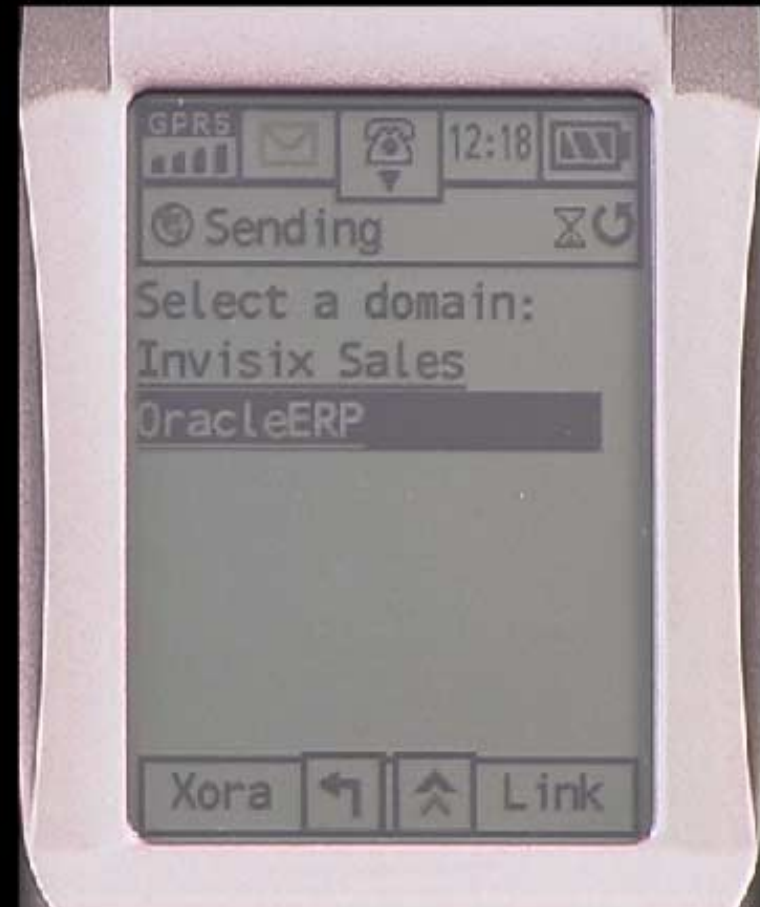


By selecting the appropriate company you can access your activity status for that client

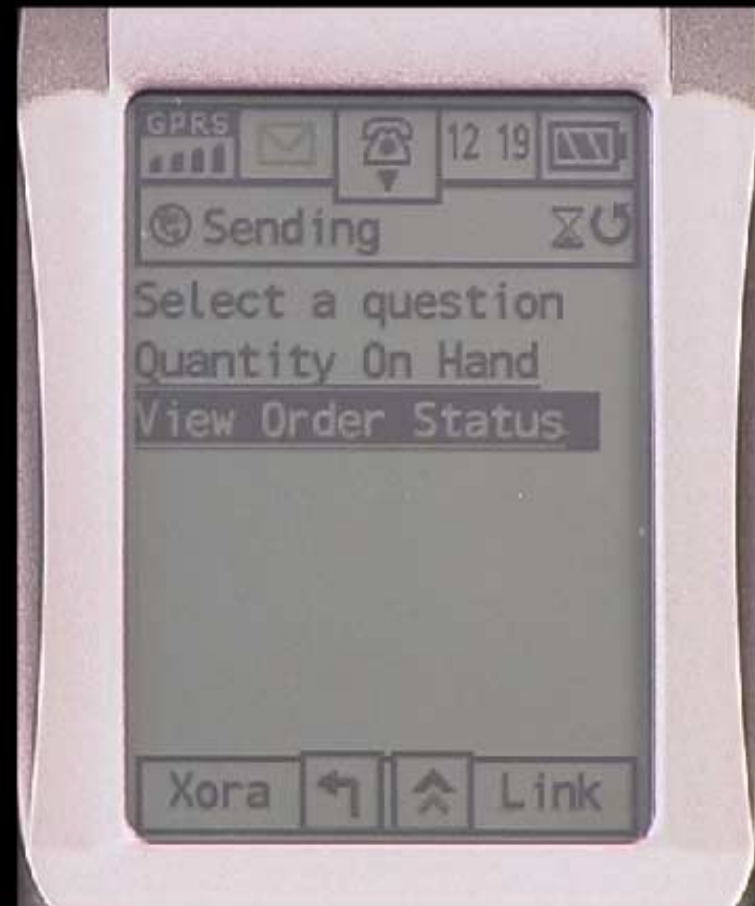
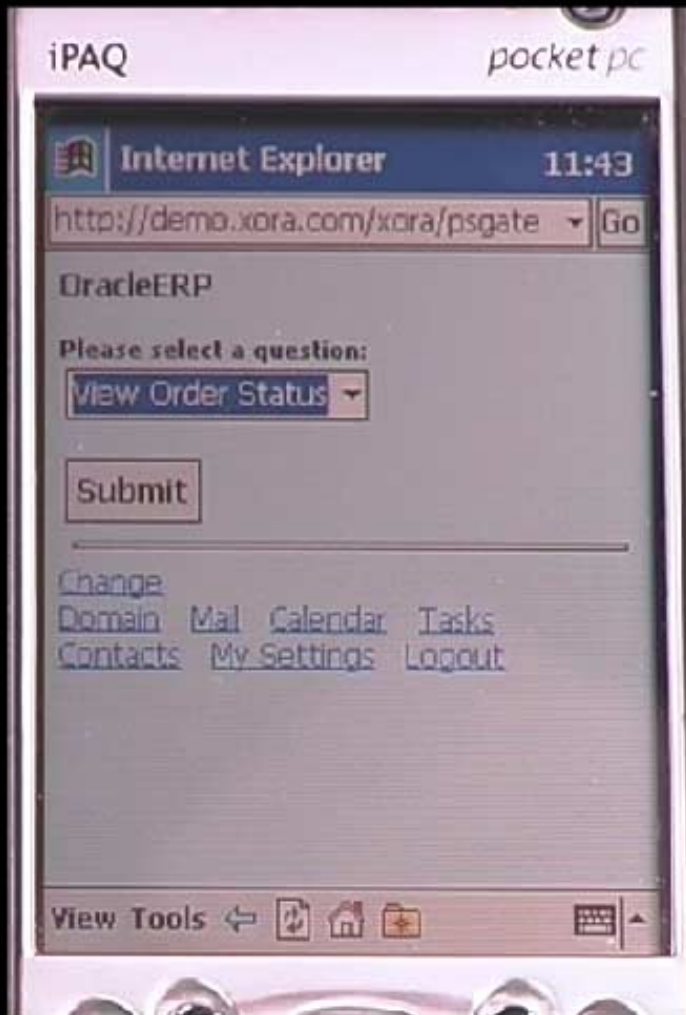




If you want to check on orders or parts availability in the warehouse you can immediately switch to your Oracle ERP, for example.

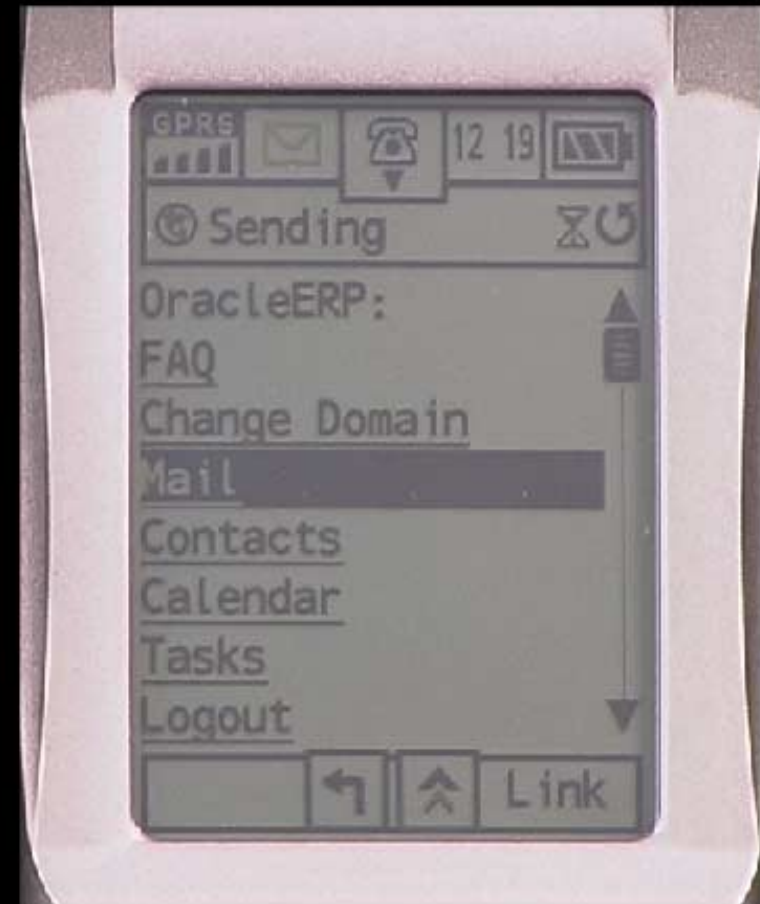
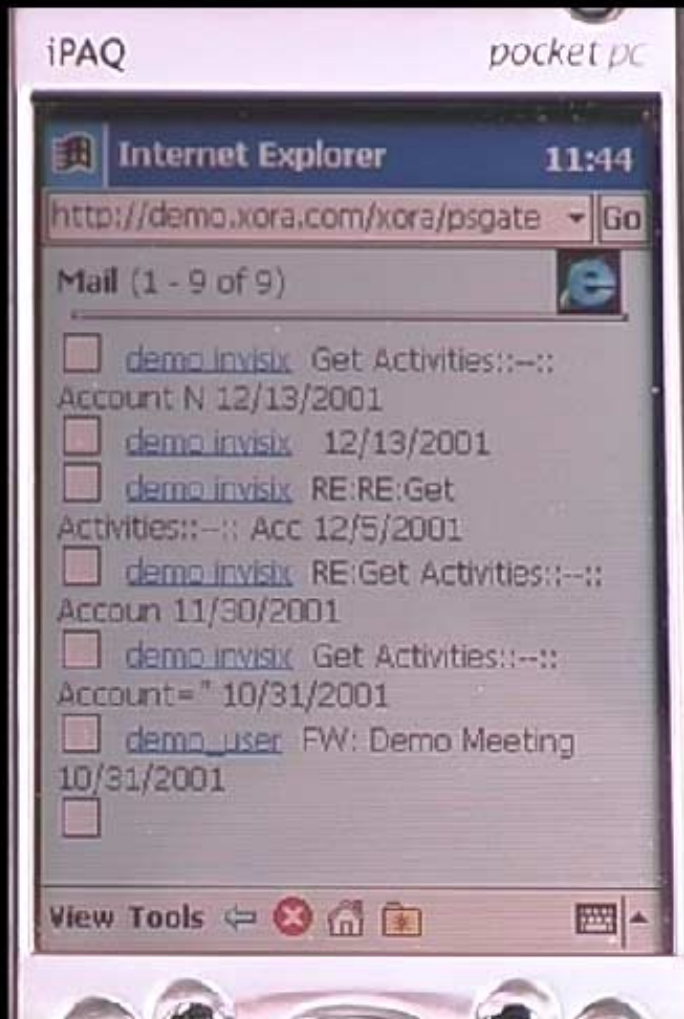


For example, you can immediately check the up to date order records for your customers.





You can also access your email, calendar or contacts at any time.



# Considerations

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Simplicity

Network Agnostic  
Device Agnostic  
Intuitive



Successful adoption

Security

Cost  
Control  
Maintenance



Integrity

Sense

Return on Investment  
Appropriateness  
Future proofing



Evolving advantage

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