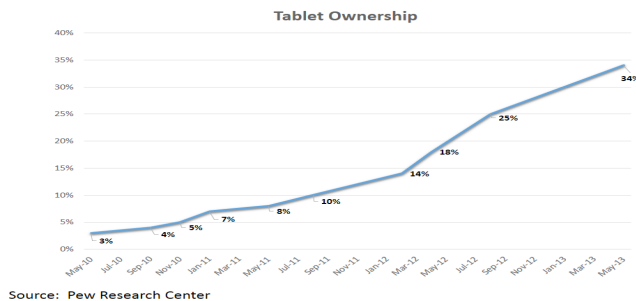




MADE FOR MOBILE? WHAT TO LOOK FOR IN A MOBILE, FIELD SERVICE APP

INTRODUCTION

According to Nielsen research, smartphones now comprise sixty-four percent of all cell phones in the U.S. - and eighty percent of all recent cell phone purchases. Research by the Pew Internet Foundation also revealed that thirty-four percent of American adults ages 18 or older now own a tablet - almost twice as many as the eighteen percent who owned a tablet just one year ago.



It is clear that mobile, smart devices are rapidly changing the face of how we communicate and how we work. For field service organizations, smart devices offer potentially huge business benefits - increasing the productivity of field personnel (thereby boosting revenue), accelerating cash flow (electronic invoicing from the field) and improving customer satisfaction (techs arrive on time and repairs are completed in just one trip).

However, to maximize the business benefits that mobile, smart devices can provide, it's important for field service organizations to choose mobile apps that leverage all of the capabilities of these powerful devices and their operating systems, yet have a user interface that encourages adoption.

Five features to look for in a mobile, field service app

- *Made for mobile*
- *Separate apps for smartphones and tablets*
- *Easy to use*
- *Use online or off-line*
- *Extras that leverage the capabilities of the device*

Following are five features to look for when considering mobile apps for field service automation.

MADE FOR MOBILE

At first glance one might ask, "Aren't all mobile apps made for mobile?" The answer is an emphatic "No".

Many mobile, field service automation apps were initially developed for PCs, laptops and specialized, rugged devices. In most cases, the easiest way to integrate these devices, over a variety of networks, was to use a browser-based interface. While this *was* a good way to support a wide variety of devices and manufacturers quickly while providing users with a familiar application interface, it isn't the best way to leverage the capabilities of today's high speed mobile networks or the smartphones and tablets designed to communicate over them.

The optimal solution for today's mobile, field service automation apps are "native apps". Apps designed specifically for mobile operating systems - like iOS and Android - and mobile devices - smartphones and tablets. Native apps are superior because they deliver:

- *Improved performance* - native apps are faster and deliver better response time than browser-based solutions.
- *Lower levels of data transmission* - native apps don't require high cost, high end, data plans.
- *Enhanced usability* - more data can be displayed on a single screen and the apps can leverage all of features and functions of the mobile operating system and the device itself.



Made for mobile apps enable technicians to accomplish more, more quickly, while reducing the amount (and cost) of data transmitted over the mobile network.

Apps that are "made for mobile" deliver:

- *Better performance*
- *Lower levels of data transmission*
- *Improved usability*

SEPARATE APPS FOR SMARTPHONES AND TABLETS

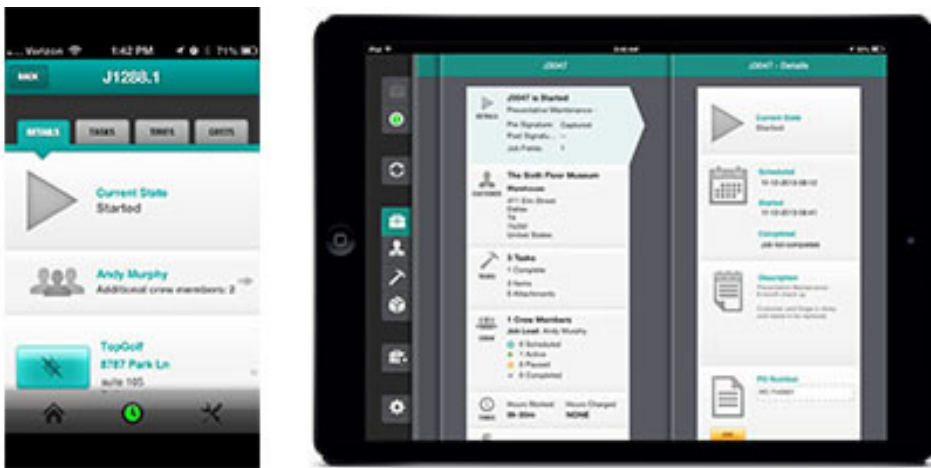
Smartphones and tablets are different. Tablets have larger screens, bigger keyboards to type on and faster CPU's. Smartphones have smaller screens, tinier keyboards, slower CPUs *and include a phone!* The devices are different, and the ways they are used are different as well.

Tablets tend to be used by organizations that are data intensive. These organizations have a lot of information that needs to be entered in the field or accessed from the field. Smartphones are usually more important for organizations that value location - finding, navigating to and arriving at, a location.

If the devices, and how they are used, are different, doesn't it make sense that the apps should be discrete as well? Mobile field service automation solutions that provide apps specifically designed for smartphones *and* tablets leverage the unique characteristics of each device type to:

- *Display more data on the tablet's larger screen* - a productivity boost for field workers that need to access lots of data, quickly.
- *Enable more application functionality from the tablet's larger screen* - more action buttons can be retained and displayed on every screen.
- *Deliver high resolution graphics to the tablet screen* - not just resized, grainy and difficult to read screens from a "one size fits all" smartphone app.
- *Optimize the data displayed on the smartphone app* - make the most of the smartphone's smaller screen while still ensuring that data is easy to read and screens are easy to navigate.

Separate apps for the smartphone and tablet leverage the unique characteristics of each device



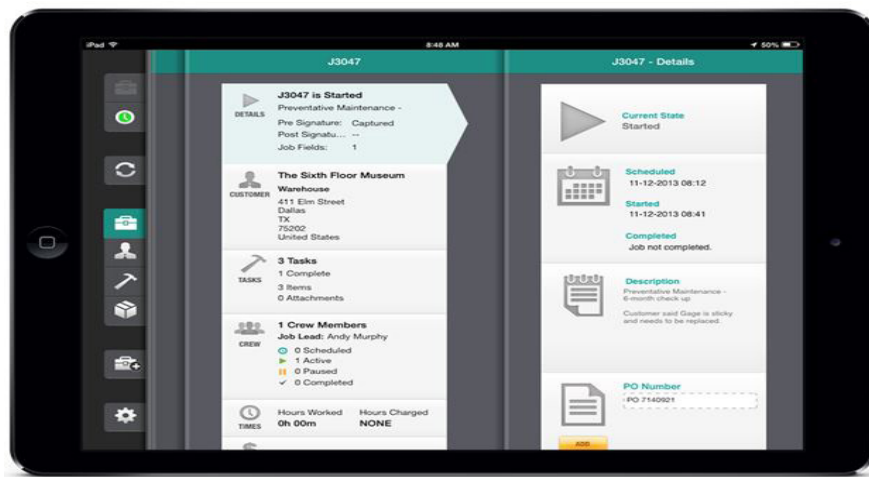
Separate apps for smartphones and tablets enable field service organizations to take advantage of the unique features and capabilities of each device. And by doing so, to be more productive and more profitable.

EASY TO USE

It goes without saying that field service automation apps must be easy to use. However, what often isn't defined is what "easy to use" means. Some of the most important aspects of "easy to use" include:

- *Common "look and feel"* - apps need to "act" in ways that are similar, and compatible, with the operating system. This reduces the amount of training required to use the app effectively.
- *Seamless integration of embedded operating system features like "click to call"* - apps that utilize operating system features enable users to be more productive, faster.
- *Simple, straight-forward application navigation* - action buttons relevant to the screen currently displayed should be accessible and easily recognizable.
- *The right data should be displayed at the right time* - screens should display the information required by the user, when it's needed. Action buttons for relevant data should be immediately accessible. (For example: from the customer information screen, a field worker should be one click away from viewing that customer's assets/equipment.)

Apps that are easy to use drive higher end user adoption rates and enable field service organizations to realize the revenue, productivity and profitability benefits of field service automation even faster!



Field service apps that are easy to use reduce the amount of training time for every end user. More importantly, they also increase the app's adoption rate so that field service organizations can realize the revenue, productivity and profitability benefits of field service automation even faster.

USE ONLINE OR OFFLINE

Many field service organizations operate in areas where mobile networks are unavailable or have limited service capabilities (not 4G). Additionally, apps that operate online, at all times, generate significant amounts of data. Data that can contribute to data plan overages and additional data charges.

Apps that can operate offline, then “sync” up with the back office when a network is available or a work order is complete or paused provide a solution to these problems. And offline apps, because they are not reliant on network performance, have faster end user response time and deliver higher reliability for the end user.

INCORPORATE “EXTRAS” THAT LEVERAGE THE CAPABILITIES OF THE DEVICE OR THE OPERATING SYSTEM

The most impressive productivity gains usually come from mobile apps that leverage the inherent capabilities of the device and the device’s operating system. For field service automation solutions those gains might come from incorporating capabilities such as:

- *Voice to text* - the ability to perform data entry using voice dictation rather than typing in the data using the smartphone or tablet virtual keyboard.
- *Electronic signature capture* - using the capabilities of today’s touch screens and digital pens to capture customer signatures for acceptance of quotes or completed work orders.
- *Location* - field workers can not only view their current location, but the location of every customer on their schedule for every day.
- *Auto-rotation* - view any screen vertically or horizontally by simply reorienting the device.
- *Click to call* - on smartphones, the ability to call a customer, co-worker or supplier, from any screen where a phone number is displayed, simply by clicking on their number.
- *View and add attachments to work orders and other documents* - attachments that use the device’s built in camera for photos or business apps like Microsoft Office or Adobe Acrobat for contracts, riders or other documents.
- *Edit PDF forms* - a capability that is very useful for field service organizations that have customers (for example the government) that require paper forms.

By simply leveraging the capabilities inherent in the device and the mobile operating system, mobile apps designed for field service automation can assist organizations to improve the productivity of their field personnel, accelerate cash flow and generate more revenue.

The best mobile apps leverage the inherent capabilities of mobile devices and operating systems to enable field service organizations to improve productivity, accelerate cash flow and generate revenue.

CONCLUSION

Today's mobile devices are making it possible for field service organizations to increase the productivity of their field personnel, generate more revenue (without hiring more engineers or technicians) and increase customer satisfaction. However, to take full advantage of the capabilities of today's smartphones, tablets and mobile operating systems, field service organizations need mobile apps that are:

- Made for mobile
- Designed specifically for smartphones and tablets
- Easy to use
- Usable offline and online
- Include extras that leverage the capabilities of the device and the operating system

ABOUT FIELDWARE

We are re-shaping the field service industry! Our made-for-mobile, cloud-based software was designed from the ground up to provide ease of use with incredible flexibility – a combination that enables field service organizations to amaze their customers, astonish the staff and surprise the competition. Our software was architected as a mobile platform, with no incumbent legacy technologies to modify or migrate from.

Based on our founders' intimate knowledge of the unique needs of engineers and technicians in the field – and the operational personnel and management that support them – FieldAware is focused on providing field service organizations, both large and small, with:

- Intelligence about your Customers: So you can increase revenue, expand into new markets, differentiate your services and create customer advocates.
- Intelligence about your Business: That enables you to increase the productivity of your staff (and keep them happy!), use company resources more efficiently, simplify your business processes and “right size” your parts and repair inventory.

We combine our software with the industry's best implementation, on-boarding and support services enabling companies to take full and rapid advantage of today's mobile environment.

To learn more about our solutions or to schedule a demo, contact your local FieldAware representative at fieldaware@fieldaware.com or by calling 800-935-0736.

FieldAware is a cloud-based, made-for-mobile solution designed to help field service organizations generate more revenue, increase productivity and improve the bottom line.