



FIELD SERVICE'S FUTURE IS IN THE CLOUD

INTRODUCTION

A recent study by GigaOM Research found that 75 percent of all U.S. businesses are using some type of cloud-platform for business applications. The research also revealed that 52 percent of those companies use the cloud to advance business priorities. Finally GigaOM Research found that mobile was one of the top five areas for cloud expansion in the next few years.

Mobile field service automation offers field service organizations a cost-effective way to generate more revenue (without adding staff), improve the productivity of field personnel and increase customer satisfaction. However, a number of these systems require companies to install the software on their premise - and take responsibility for the management and maintenance of the software, servers and network infrastructure. Others were designed for implementation on the customer premise and were modified to operate in a cloud environment.

Only field service automation solutions that are designed for the cloud - and mobile - enable field service organizations to take full advantage of the business benefits that are driving companies - and their applications - to the cloud. That's why FieldAware was designed from the beginning as a cloud-based, made for mobile, field service automation solution.

Following are seven ways that cloud-based solutions, like FieldAware, can help field service organizations grow revenue, increase profitability and build customer loyalty.

REDUCE CAPITAL SPENDING

Premise-based field service automation solutions require companies to make signifi-

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cant investments in IT infrastructure. Investments that include:

- Servers
- Storage
- Communications infrastructure
- Racks and enclosures
- Software licenses

For a moderately sized implementation, these costs could easily total more than \$100,000.

By contrast, in a cloud solution, servers, storage, communications infrastructure, racks and enclosures - and the software - all reside in the “cloud”. The infrastructure is shared by multiple companies and users. This enables the service provider (like FieldAware) to provide the field service automation solution for a low, monthly, per user fee. Cloud-based solutions virtually eliminate capital investment for customers (with the exception of the mobile devices themselves).

ADD CAPABILITY WITHOUT ADDING OPERATIONAL COST

Mobile field service automation solutions provide a number of benefits to field service organizations. Benefits like:

- Increased revenue (more jobs per technician)
- Improved productivity of staff in the field and in the office
- Accelerated cash flow
- Superior customer service
- Greater profitability

However, a premise-based solution can reduce a company’s return on their mobile field service automation investment. Premise-based solutions often result in additional, on-going, operational costs that can include:

- Additions to IT and/or support staff
- Space, power and cooling of IT equipment

Cloud-based solutions enable companies to realize faster return on their field service automation benefits. Any additional operational costs are minimal and revenue, productivity, cash flow, customer service and profitability benefits are realized faster.

Cloud-based solutions enable companies to implement a mobile field service automation solution without significant capital investment.

RAPID IMPLEMENTATION

Premise-based field service automation solutions take time. Time to purchase the servers, storage, communications equipment, racks/enclosures and software. Time to integrate all the equipment *and* the software into the existing IT infrastructure.

With a cloud-based solution, companies realize all of the benefits of a mobile field service automation solution faster. Since all of the IT infrastructure resides in the “cloud”, the integration process consists solely of ensuring that the cloud-based solution works with existing accounting, ERP (Enterprise Resource Planning) or CRM (Customer Relationship Management) systems. That means faster implementations and faster ROI.

Cloud-based solutions enable companies to realize all the benefits of field service automation - faster!

ELIMINATE HARDWARE AND SOFTWARE MAINTENANCE COSTS

A premise-based hardware and software purchase isn't just a one time expense. There are ongoing maintenance costs for all equipment and software as well. maintenance costs that can average more than the original cost of the equipment when multiplied over a period of five years.

Cloud-based solutions include hardware and software maintenance costs in the monthly fee - as well as:

- Software upgrades
- Hardware and software patches
- Built-in reliability (geographically dispersed data centers, redundant server, storage and communications architecture)

Cloud-based solutions enable companies to leverage the latest in hardware, software and communications features - without additional investment or incurring high, ongoing maintenance costs.

REALIZE PREDICATABLE COSTS FOR THE LIFE OF THE SYSTEM

Premise-based solution costs can rise unpredictably over time. As the user base grows, software license fees can appreciate rapidly. And, IT infrastructure, operational costs and hardware and software maintenance are often arbitrary, based as they are on current economics, labor costs and government regulations.

Cloud-based implementations, like those from FieldAware, enable field service organizations to fix the cost of their solution for the term of their contract. Organi-

zations can then construct intelligent business plans that more realistically predict the performance of their business today - and tomorrow.

RIGHT-SIZE THE SOLUTION

Software license purchases include support for a specific number of users specified by the software provider. The number of users is often more - or less - than the specific number required by a field service organization. If additional user licenses are required, companies are often forced to purchase another set number of user licenses - again, not usually the specific number required.

Cloud-based solutions enable companies to use - and pay for - only the specific number of users that they need, when they need them. With a cloud-based solution, field service organizations can “right-size” their field service automation solution to meet their current needs, then incrementally grow the solution as required.

Disaster recovery and data back-up are included in cloud-based, field service automation solutions

AUTOMATE BACK-UP AND DISASTER RECOVERY

Field service organizations that implement a premise-based field service automation solution must also determine and implement a data back-up and disaster recovery plans for that solution. Although many times back-up and recovery can be integrated with the data back-up and recovery implementations of other applications, additional costs are still incurred. Planning resources, testing, additional software, server, disk space and even communications infrastructure are all costs that may be realized when data back-up and recovery are required for a premise-based solution.

Cloud-based solutions include data back-up and recovery as a component of the subscription cost. For example at FieldAware, we back-up all data every 15 minutes, - automatically. And we house our infrastructure in geographically dispersed locations to insure against natural or other disasters in specific geographies.

Cloud-based, made for mobile field service automation solutions, like FieldAware's enable companies to boost the bottom line by increasing the productivity of field and office workers while building better customer relationships. By keeping costs down, implementation times short and transactions fast and reliable, companies can mobilize their workforce quickly, cost-effectively and profitably.

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 flexibil-

ity – 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 fieldawaresales@fieldaware.com or by calling 800-935-0736 in the U.S. and Canada, 0808.134.9941 in the United Kingdom, 1.800.948.852 in Ireland and 1.800.249.906 in Australia.
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