



## IBM, Motorola, Syclo and Zebra: Driving efficiency with connected field service workers

### HIGHLIGHTS

**Provides field service workers with remote access to real-time information and manufacturers' specifications to better troubleshoot problems**

**Drives customer satisfaction by accelerating response times to field service requests, and achieving higher rates of job completion**

**Increases order accuracy by preventing errors and payment disputes with an on-site customer review**

**Enables upsell and cross-sell opportunities by connecting mobile workers to appropriate back-office applications**

**Tracks parts and materials used by field service workers, resulting in better inventory control and lower capital investment**

### Leveraging mobile technology to improve customer service

Imagine your field service technician on a routine call. Arriving at the customer's location, the worker encounters a unique situation. Perhaps it's a problem involving a repair procedure with which the worker is unfamiliar, or an opportunity to upsell the customer to a more comprehensive service agreement. In the past, the worker may have needed to return to base to contact an expert, research a problem, confirm parts availability, test procedures and tools needed, look up service history or preventive maintenance schedule or to file the paperwork to initiate the service agreement upgrade.

Now imagine that the same worker is equipped with a rugged handheld device that could instantaneously and seamlessly access the repair procedures to address the unfamiliar situation, solicit advice by calling or text messaging an experienced co-worker or tap into the back-office applications to upgrade the customer's service agreement on the spot.

In addition, if equipped with a mobile printer, the technician could: print a sales receipt for on-site payments, produce a work order so a customer could authorize on-site work, label parts with barcodes or RFID tags for parts identification or print warranty terms related to the work to be performed and the parts utilized.

When the service call is resolved cost effectively and efficiently in a single visit, it produces a significant bottom-line benefit to your company. Your customer is satisfied with the speed and efficiency of services delivered and your field service worker is on the way to the next call.

Rising costs related to field service such as fuel, employee salaries, fleet maintenance, service parts inventory and insurance are pushing companies to seek significant service-related efficiencies. IBM offers a proven, integrated, end-to-end mobile field service solution that helps reduce the complexity and improve the cost effectiveness of field

service operations. As a single point of contact for implementation, management and accountability, IBM can accelerate implementation and speed a company's return on investment.

#### **Accessing data where it matters most**

The concept is easy to grasp, the solution is intuitive and yet the overall business benefits are far reaching. Using wireless communications and handheld devices, your field service workers can now remotely access the appropriate information and back-office applications necessary to complete their service or maintenance calls and increase the percentage of first-time fixes achieved. At the conclusion of a service call, they can present the customer with an invoice, review the invoice on-site with the customer to avoid future disputes and move on to the next call. As the invoice prints for the customer, the billing information is routed to the appropriate enterprise applications back at the main office. Instantly, customer and contractual records are updated and inventory levels are adjusted to reflect parts used.

This solution is applicable for almost any company that utilizes mobile technicians. Whether your worker is replacing a hose on a washing machine, rewiring a residence, revamping a physical plant or rebuilding an airplane engine — the underlying business benefits remain the same.

#### **Enabling frontline workers can be felt on the bottom line**

IBM, leveraging proven expertise and products, can help your field service workers respond to customers more quickly and effectively than before. Because data captured at the point of service normally contains fewer errors than manual paperwork filled out hours later, your company can benefit from streamlined operations and faster, smarter decision making based on accurate, real-time information. The end result? Companies can realize improved profits, lowered operating costs, better inventory control, improved customer satisfaction and competitive differentiation.

IBM helps make all of these benefits possible by teaming with enterprise mobility solutions provider Motorola, enterprise mobile software vendor Syclo and mobile printing hardware supplier Zebra.

#### **Working together to close the gap between the field and the back office**

IBM manages this four-way collaboration, helping enable companies around the world to implement a fully integrated, best-of-breed solution. Each

company contributes the products and skills critical to an integrated, comprehensive, end-to-end solution based on industry best practices.

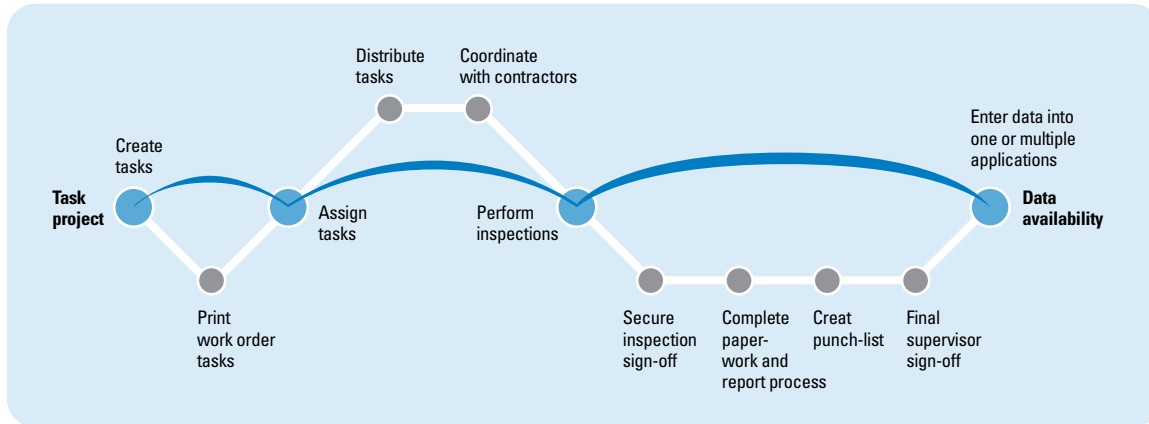
Motorola, a global IBM alliance partner, is the world leader in mobile computing and wireless infrastructure, providing the handheld computing devices and rugged mobile computers — MC70, MC75 or MC9090X-S — that best suit your company's needs. These devices put the power of an all-in-one, cell phone/EDA/computer/scanner/imager/camera in the hands of your mobile workers. Designed to withstand all-day everyday use in nearly any environment, many of these compact mobile devices deliver true anywhere — anytime wireless voice and data communications, including superior voice functionality, data capture and the power to run nearly any application. Additionally, Motorola's wireless infrastructure and mobility support software can supplement existing WWAN and WLAN environments. Companies can use this capability to build seamless, cost-effective networks wherever operational and connectivity requirements dictate.

The Motorola devices, combined with Zebra mobile printers, are the elements of the field service support solutions most visible to your customer. Designed and specifically tested for Motorola handheld computers, the compact Zebra RW 420™ Route Palette holds both the Motorola device and the Zebra RW 420 four-inch printer. The Route Palette can be mounted in a vehicle to keep both devices fully charged between service calls, or removed to accompany the technician onto the work site. Zebra mobile printers provide the perfect complement to handheld computing tools by producing accurate service contracts, receipts, invoices and other documentation that your field service personnel can print out and review with customers on the spot.

What the customer doesn't see is the technology that links all of this information to your back-office functions. Syclo's Agentry platform and pre-built applications provide the flexibility and agility needed to deploy 100 percent configurable field service solutions quickly and cost effectively. Agentry's service-oriented architecture ensures that your mobile applications and back-end systems always speak the same language, and reduces the risk of mobile projects by supporting the devices and peripherals you need today and in the future.

Further, Syclo's advanced communications management allows you to transmit what you want, when you want, with real-time wireless or offline computing, using whatever network best

**Mobile field service solutions:  
reduce steps needed to complete activities and drive efficiency with relevant and reliable data**



fits your environment. Using mobile devices connected to the Syclo platform, your employees can access, capture and communicate information that improves both the relevance and accuracy of the data-feeding enterprise systems. Your field service workers enter the service call information on their handheld devices, and Syclo's Agency routes the significant data to the appropriate applications at the home office.

IBM, as the systems integrator and prime contractor for this solution, provides overall project management as well as access to a full range of global technology consulting, implementation and management services, closely aligning the functionality of these new solutions to your specific business objectives. Carefully selected for each specific engagement, these services are delivered by IBM Global Services and range from ROI assessment and business process consulting to solution design, systems integration rollout and implementation as well as training, long-term support and even flexible financing options.

The combination of Syclo applications and IBM middleware provides the interface between the mobile technology offered by the field service support solution and companies' existing IT systems, and may also include a broad range of existing back-end systems from SAP, Oracle and other providers. IBM also provides underlying

technologies such as IBM Maximo® Asset Management and IBM WebSphere® to the solution. Using Motorola and Zebra mobile devices enabled by IBM middleware and integrated with Syclo applications, you can optimize field service operations throughout your enterprise. IBM uses proven methods, standards-based hardware options, comprehensive security and systems management to reduce the time to migrate your existing technology into new wireless environments while retaining or improving existing systems. And with round-the-clock assistance available through IBM-certified technical support, companies will have access to faster problem resolution.

The contributions from IBM and IBM Business Partners showcase each company's particular strengths. The collaboration creates a unique opportunity for you to drive efficiencies in field service operations, improve the quality of service-related data that populates enterprise applications and increase customer satisfaction.

**For more information**

To find out how your company can leverage end-to-end field services support solutions from industry leaders IBM, Motorola, Syclo and Zebra and how to make it all possible through IBM Global Financing, contact your IBM representative, or visit us on the Web at [ibm.com/services](http://ibm.com/services)

**FACT SHEET**  
**Solutions for mobile field service providers**

IBM, Motorola, Syclo and Zebra: Driving efficiency with connected field service workers



[motorola.com](http://motorola.com)

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