

# Predictive



## Mobile Workforce Management Gets SaaSy

The Rise of On-Demand Applications for Mission-Critical Tasks

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**A Business White Paper**

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## A Business White Paper

## Introduction

Since Salesforce.com introduced the concept of Software as a Service (SaaS) to customer relationship management in 1999, SaaS architecture has grown to become a driver of business innovation. Over the years, industry perception about on-demand solutions has changed from risky and inferior to viable and cost-effective. Today, SaaS solutions run many mission-critical tasks for enterprises large and small.

Despite this evolution in technology and attitude, the mobile workforce environment remains hampered by traditional software installations and manual processes that lack automation. For large cable providers, system updates are often costly and cumbersome. With on-premise solutions and proprietary devices, implementing change means upgrading hundreds or thousands of machines, training staff and having internal IT staff deploy updates over many months.

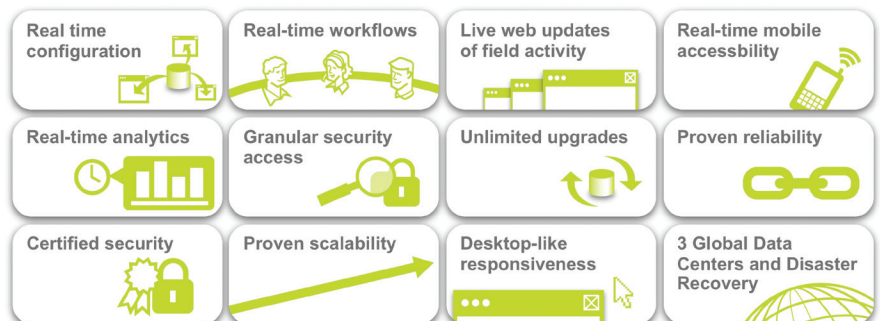
But there's another, better way for cable providers to manage field technicians and increase efficiency while improving customer service. On-demand, cloud-based solutions are ideal for the mission-critical environment of managing technicians and customer communications. The technology doesn't require major up front costs, is quick to deploy and automatically updated.

In fact, Gartner Inc. estimates 30 percent of new customer service and support applications will be delivered via SaaS by 2012. Because ROI is more quickly realized with SaaS than traditionally installed software, Gartner estimates initial project savings of 25 to 40 percent due to the lack of expensive licensing fees, burdensome installations and in-house tech support. To remain competitive, service providers need to embrace the power of the cloud or else risk failing their customers and losing revenue.

## The On-Demand Difference

As with so many industries today, field service is being driven by the speed of the Internet. The divide between companies that embrace cloud-based solutions and those that remain offline grows wider with every new Web-enabled smart phone used in the field or on-demand feature made available. An enterprise that utilizes SaaS for mobile workforce scheduling, routing and communications can realize previously unobtainable savings and efficiencies in a few months versus years with traditionally installed applications. Web-based systems can also be updated immediately and can scale to match company growth without needing major capital investment. The flexibility of cloud solutions allows them to be integrated with existing systems far more easily than installed applications.

## Our SaaS Advantage



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Major SaaS benefits to mobile workforce management include:

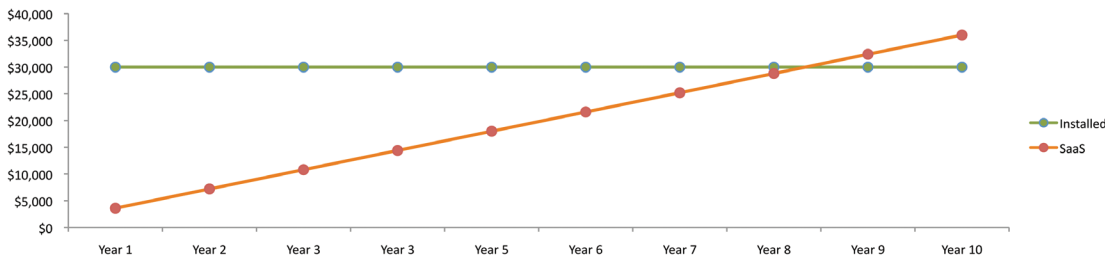
- **Fast deployments** – The typical implementation can be up and running in just a few months.
- **Improved reliability** – Web-based systems have almost no down time; they're always running.
- **Device agnostic** – Cloud architecture allows users to access the system remotely from any web-enabled device, and has a zero footprint.
- **Paper reduction** – With 24-7 access to vital documents, SaaS reduces paper consumption by delivering information via any Internet-enabled device.

According to a recent Forrester Research report, SaaS implementations not only initially cost drastically less than installed, on-premise systems – they also provide significant long-term savings and fast ROI. Based on a “total economic impact” analysis by Forrester, SaaS initiatives cost more in the first year. Then the cash flow turns positive, with the SaaS system saving more money every year for a cumulative benefit of more than \$916,000 in five years.

## Total Cost of Ownership vs. Monthly SaaS Payment

Conventional wisdom favors a model of “owning” software; after up front investment and installation, the system is paid for. The SaaS approach means there's no capital investment but requires ongoing monthly payments. While conventional wisdom favors owning – one reason so many cable providers have outdated legacy systems – the total cost of ownership and long-term impacts on business must be considered.

Consider this basic cost comparison example over 10 years:

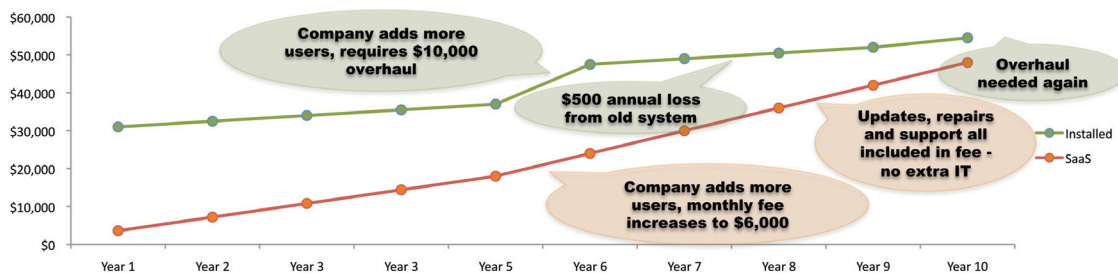


**Installed, manual system: \$30,000**  
**On-demand, SaaS system: \$36,000**

With mobile workforce management software, the hidden costs of ownership include:

- **In-house IT support for repairs** – With SaaS solutions, system support is part of the monthly fee. With multiple clients using the same software, problems are found more quickly and automatically repaired. On-premise software typically requires internal IT support and repairs from vendors can be costly.
- **Potential missed revenue** – Quick, automatic updates provided by SaaS vendors could potentially improve efficiency, lower expenses and increase revenue. But those opportunities are lost or slow to be realized with installed systems, and updates require more capital investment.
- **Lack of accountability** – Once installed, the software vendor is no longer involved in the business process. Because they’ve been paid, installed vendors have low incentives to quickly make improvements or repair problems. With SaaS solutions, the monthly subscription model holds the vendor more accountable and forces them to continually improve the product and earn their fees.
- **Difficult scalability** – Smaller cable providers may have to buy systems larger than they need, and therefore overpay until they grow into the software. Likewise, installed software may become too limited as a workforce expands, and a new solution or expensive upgrade is required. Many SaaS models work across all enterprise sizes, and have a fee scale based on number of users.

Now consider the model “true” cost comparison:



**Installed, manual system: \$54,500**  
**On-demand, SaaS system: Total: \$48,000**

## A Day in the Life of SaaS

A mobile workforce managed via SaaS works far more efficiently than one using an installed application. Consider the difference in Joe the Cable Guy's workday:

### *Installed, manual system*

Late in the evening dispatch schedulers work to organize the next day's appointments manually. It's an ad-hoc process, with general work zones assigned but little attention paid to where Joe lives, his skill set, optimal routing to reduce drive times or an accurate idea of how long each appointment will take.

The routes are printed out, and in the morning Joe drives 15 miles to dispatch to get his schedule. Sometime mid-morning, a customer isn't home and Joe calls dispatch with the update – it takes 5 minutes to get through - before moving on to the next appointment across town. Meanwhile, a customer just down the street has called with an emergency and needs to be seen right away. The manual system can't connect Joe with the last-minute appointment, and an opportunity is lost.

Later in the day Joe's running late, pushing back the arrival times for all his subsequent appointments. Dispatch doesn't know how long Joe's appointments will take, so they have no way to adjust his route and that of other technicians to meet the appointment times Joe will now miss. Frustrated subscribers call the call center asking, "Where's my tech," and dispatch can only provide a vague time frame. The results of this negative cycle are reflected in today's poor customer perception of cable service providers.

### *On-demand, SaaS system*

The automated scheduling software takes all the appointments for the next day and evaluates them against Joe's individual work history and skills, appointment locations and promised times to customers. The system then creates schedules and routes in just a few minutes – depending on the solution and the client, schedules for 10,000 workers could be developed in less than five minutes.

In the morning, Joe logs in to the SaaS system from home to get his schedule and route. No need to waste time and gas going into the main office for a paper print out. The route has been optimized with Joe's home address in mind and is available on demand from his iPhone, Blackberry, laptop or any web-enabled device. When he's ready, Joe clicks a button in the system to notify dispatch and begins his workday.

The system accurately predicted his first appointment would take 30 minutes, and Joe clicks a button when he starts and when he's done to let dispatch know the job was completed on time. A follow up survey is sent to the customer, while Joe's history is updated with the appointment information for future scheduling.

The next appointment is more complicated than expected. When Joe realizes this, he immediately adjusts his schedule to reflect the extra hour he'll need to finish the job. In real time, dispatch gets the update and sees two subsequent customer appointments would be later than promised. From one master screen, dispatch compares the schedules and routes of other nearby technicians and sees a gap in Mike's day. Dispatch moves the appointments to Mike's schedule, and Joe and Mike immediately see the revisions. Both technicians continue with their day, using the cloud-based system to update dispatch as they go. Subscribers wait less and are happy to have proactive communications and follow up, Joe completes more appointments and likes being thanked for arriving on time, and dispatch knows everything that's going on in real time and can make adjustments as needed.



## Conclusion

### *SaaS Benefits to Cable Providers*

In today's competitive cable industry, operational efficiencies and excellent customer service are key differentiators. SaaS solutions allow cable providers to constantly improve their systems and quickly take advantage of new technologies. SaaS also provides a lower total cost of usage, with automatic updates, scalability and high vendor accountability.

Depending on the SaaS solution deployed, service providers can:

- **Increase** daily job completion rates by **40+%**
- **Improve** on-time performance by **30%**
- **Reduce** dispatch staff by **45%**
- **Decrease** miles driven by **40%**
- **Cut** overtime by **75%**
- **Improve** customer satisfaction to **90+%**
- **Reduce** inbound "where's my tech" calls by **50%**

### *SaaS Benefits to Mobile Workers & Contractors*

On-demand mobile workforce management solutions save field technicians time and reduce work frustration. By providing a system available 24-7 via the Web, mobile workers can access and update their schedules right from their home, eliminating the need to report to the main office. They also can easily communicate with dispatch in real-time via the online system, alleviating the need to call in for manual schedule updates.

Many installed programs require expensive proprietary devices and up front license fees. The SaaS model allows sub-contractors (a majority of the workforce for many cable providers) to access their daily schedules and routes, as well as communicate with dispatch in real time, from any web-enabled device they want. On-demand systems also automatically apply updates – no installation of patches or manual upgrades required, so technicians are always working from the same system as dispatch.

### *SaaS Benefits to Customers*

Customers also benefit when their cable companies use a SaaS mobile workforce management solution. By providing dispatch and mobile workers with a Web-based, real-time system for managing schedules and routing, companies can increase on-time appointment arrivals and complete more service calls daily. That means customers wait less, are seen sooner and have a better overall customer service experience.

Because updates are immediate, cable providers can also use SaaS systems to create consumer Web sites for tracking technicians. This can improve customer-technician-dispatch communication and drastically reduce customer frustrations.

	SaaS	Installed
<b>Cost</b>	Low up front, monthly subscription	High up front, internal IT support
<b>Deployment</b>	3-4 months	12-18 months
<b>Updates</b>	Applied automatically	Installed manually
<b>Reliability</b>	99.9% up time	Varies based on system and support
<b>Devices</b>	Any web-enabled	Proprietary or specific operating system
<b>Support</b>	Included in subscription	Servers, IT staff
<b>Scalability</b>	Pay per user, one size fits all	System may be too big, or can be outgrown
<b>Accountability</b>	High - Vendor has to earn monthly fee	Low - Vendor is paid up front once

### About TOA Technologies

TOA Technologies is the leading provider of Cloud-based mobile workforce management applications for large enterprises. Its patented platform improves customer service while dramatically reducing operational costs and providing immediate return on investment. As the industry’s only solution using predictive, time-based analytics, TOA reduces customer wait times while increasing field workforce efficiency. TOA automates Time Of Arrival communications across multiple channels to proactively keep customers apprised of their appointment status. It delivers unparalleled cost savings by providing on-demand tools for real-time planning, routing, dispatching and tracking of workers in the field. TOA’s system deploys quickly, is highly configurable and is easily integrated with existing CRM solutions. Named a Visionary for three years running in Gartner’s annual Magic Quadrant for Field Service Management, TOA Technologies is headquartered in the United States and has offices across Europe. For additional information please visit [www.toatech.com](http://www.toatech.com).

*For more information, please contact us*

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