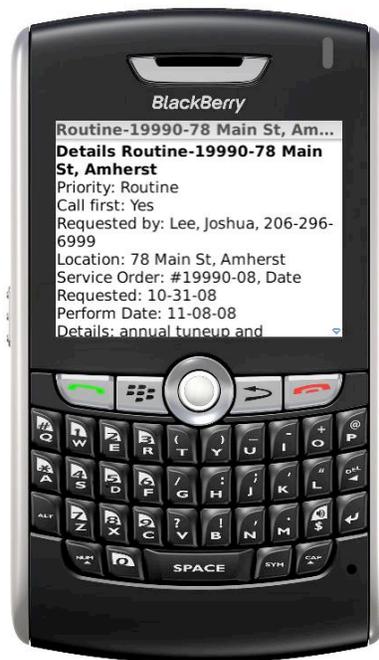




Cut Costs with Mobile Data Guide

JumpStart Wireless 2009

Wireless technology can save you huge amounts of money. The question is: why not adopt it now? This Guide helps you sort through the confusion to acquire a simple-to-use, enterprise ready, and affordable solution for your business. The guidelines here can help every business realize the enormous return on investment available from wireless software.



JumpStart Wireless™

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Andrew Seybold, an industry expert said: "In this economic situation, if you make an investment in wireless, it's going to pay in the fact that you can manage your business and get more done faster. In fact, planning and expansion makes a lot of sense right now. A field service department finds that it can provide several more service calls per day. That's money in the pocket right now."

What are the key features and approaches that make wireless systems easy to use by mobile field staff and office staff? What should a company look for when evaluating vendors? Why should a company or institution be looking at a wireless investment at all?

Wireless business software – wireless dispatch, work orders, time cards, location tracking, asset management, inspections – is emerging as a critical productivity technology. Many companies are considering how to best leverage this technology to improve their operations.

We regularly hear about one critical concern: "I don't know if my staff can effectively use this technology," "we're not really computer types" and or the more blunt "I just don't think my guys are smart enough for that stuff".

We work with many different industries every day and can point to many successes. The key success factor for wireless data to your field staff is making it easy for them to use.

Here are 11 tips for "making mobile data easy":

1. Work with someone who has put the pieces together for you

Wireless software is still the wild west: there are different devices, wireless carriers, and software technologies, each with their own technical peculiarities, that need to be assembled into a complete solution. There are plenty of companies willing to put all these pieces together for you – you are not required to figure out the complexities on your own. Beware of vendors looking to sell you just a device, or just the software, or just the monthly data plan. Look for a vendor that will sell you a complete solution, ready to roll out to your staff immediately.

2. Leverage your existing software

There is no reason to consider a wireless solution that requires you to change the software programs you are already using for work orders, project tracking, and other key corporate systems. The main advantage to using wireless software is that it DOES integrate with your existing software – this makes the solution that much more effective in the long run. This is what allows your company to eliminate the paperwork – when the mobile data is integrated with your existing software!

3. Leverage your existing paper forms and process

You have already done extensive work building existing processes and systems to best manage your business. Those processes are built into the paper forms your field and office staff already use. Work with vendors that begin with *your* forms. Why should you have to adopt your company to someone else's approach?

4. Email is not sufficient. “Business forms” – like work orders, inspection reports, payroll timesheets, delivery orders, etc. -- are the best metaphor to visualize and implement wireless applications.

Mobile field work is task focused and step-by-step oriented, like a form. Wireless work for mobile employees needs to walk through how your employees actually do the job. Email doesn't get the job done because email cannot capture or manage the detailed data fields necessary for business transactions and corporate databases. Look for wireless solutions that allow you to present forms-based processes which optimize the field workers' time and effectiveness. Besides everything else, wireless business forms give much better return on investment.

5. Cost Justification – Cost vs Savings – Return on Investment

To start a mobile data solution in your organization, identify what current business processes can be simplified by wireless technology. Determine the initial outlay of expense (software, devices, initial set-up fee and monthly service fee) and then determine the savings incurred daily by using this technology. There are many possible solutions available, and be diligent in how you analyze each solution for what they provide and don't provide. Go to: www.jumpstartwireless.com/roi and see the cost justification for using mobile data solutions. How much more effective is your organization going to be by using mobile data. Studies have shown that customers gain from 1 – 2 hours per day for each mobile employee using the solution. Wireless timecards eliminate any errors in calculation – saving at least 50 minutes per day per employee.

6. Wireless applications should work with any device and with any wireless carrier.

The world of wireless devices and applications is under intense development. Today's cutting edge, breakthrough products are obsolete in 6 to 9 months and no longer available for sale. Business applications cannot afford to be dependent on such rapidly changing technology. Screen sizes, keyboards, printers, and cameras undergo order of magnitude improvements with each new release. Along with the rapid innovation in devices, carriers announce ever faster and cheaper wireless data services. While exciting, this world demands that wireless applications work through generations of devices and networks without reprogramming. Discuss with your vendors how your investments in wireless software design, training, and deployment will last 3-5 years. Applications should “just work” on improved devices and networks.

7. Wireless applications no longer require expensive custom programming and time-consuming systems integration.

Just as companies no longer consider custom programming their own accounting systems, it makes no sense to custom program wireless software. Look for wireless software vendors where you can buy a solution, tailored to your operations, and ready to rollout with minimal effort.

8. Leverage familiar, cost effective, and mass-market devices

You can buy \$1500 specialized personal digital assistants, ruggedized and designed for people like construction workers. You can also use a \$100 programmable cell phone. The \$100 phone is familiar, easy to use, and is easily replaced should it be damaged. As long as your wireless software gets your data to a safe place as quickly as possible, there is far more value and ease-of-use in the \$100 phone.

9. Practical wireless software must continue to operate, even when the device is disconnected from the network.

Wireless devices are commonly out of coverage as field workers go in and out of building cores, in and out of remote parts of town, and in and out of coverage shadows. Practical business applications demand that wireless solutions operate “non-stop”: a user must still be able to work, even if they have lost connection to a wireless network. When back in coverage, all data should be transparently and reliably synchronized with the server.

10. Start with the tasks where you know your processes are inefficient

Don't try and solve every problem that might be solved by wireless. Get started with something that has an obvious, immediate payoff. Start with a simple business task where it is obvious that you deliver significant immediate business value. Save the complexities and special cases for Phase 2.

11. Get started now

You will learn more about wireless with your first project than you will learn from a year of careful study. Pick a wireless software vendor that follows these guidelines, and get started now. There is no reason to wait. The payoff from wireless software can run as high as \$500 per field worker per month. You can be saving at least an hour a day per mobile employee. Most organizations have dozens of ways to begin automating their field staff and realizing those benefits – the key is to get started now.

At JumpStart Wireless™ we are experts in providing affordable, complete, easy-to-use wireless solutions tailored to your needs.

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