



Enterprise Mobilization Trends

Customer Research Findings

“Seventy percent of all operational data is generated outside of a company’s four walls, but executives typically make decisions on the thirty percent of data available to them, missing out on critical operational data that could be used to make better decisions.”

- Tim Bradley, AirClic CEO

To better understand the needs of its customers in late 2009, AirClic surveyed more than 150 customers across a broad range of industries. In its research, AirClic learned what customers perceive as the most challenging aspects of enterprise mobilization, what features they find most valuable, how they measure ROI from mobile technology applications deployed and how they plan to expand mobile applications to other aspects of their operations.

In this brief, we share with you these findings from our customer research along with our own experiences in delivering mobile solutions for more than a decade.

The Business Case for Enterprise Mobilization

Bottom-line savings. Operational efficiencies. Improved customer service and customer satisfaction. The ability to gain market share and offer revenue-differentiating services to grow revenues. No matter how you measure it, real-time visibility into field data and a deep view into all aspects of operations are necessary to manage today’s enterprises. Across industries and marketplaces, the enterprise requires business-process efficiencies to survive and thrive.

Today’s enterprises are rapidly deploying mobile solutions across their remote workforces and other critical areas of operation to replace manual processes and fill in large data gaps. When the data captured with mobile technology is elevated to the enterprise level – whether on the fly, in the field or in the office – people are empowered with the data and insights they need to make better business decisions.

AirClic, a leading mobile applications provider, offers anytime, anywhere access to business data, putting control and flexibility into critical business operations such as customer communications, field service and logistics management. AirClic solutions allow the enterprise to automate business processes tied to key performance indicators to deliver real return on investment (ROI). Whether tracking people, tasks, assets or time, worldclass organizations in a range of industries – from manufacturing, healthcare, transportation, foodservice and security to name a few – seek AirClic mobile solutions to better serve their customers, increase revenues and reduce costs.

Overcome Perceived Barriers to Mobilization with AirClic

Given today’s cost-conscious environment, the barriers to adopt and implement mobile technology solutions to better run your business seem piled high. At first glance, decisionmakers and influencers including managers, procurement specialists and executives, might be inclined to veto discussion on adopting mobile solutions based on arguments involving cost of hardware, implementation times, investments in existing infrastructure, integration issues with back-office systems and low user-adoption rates.

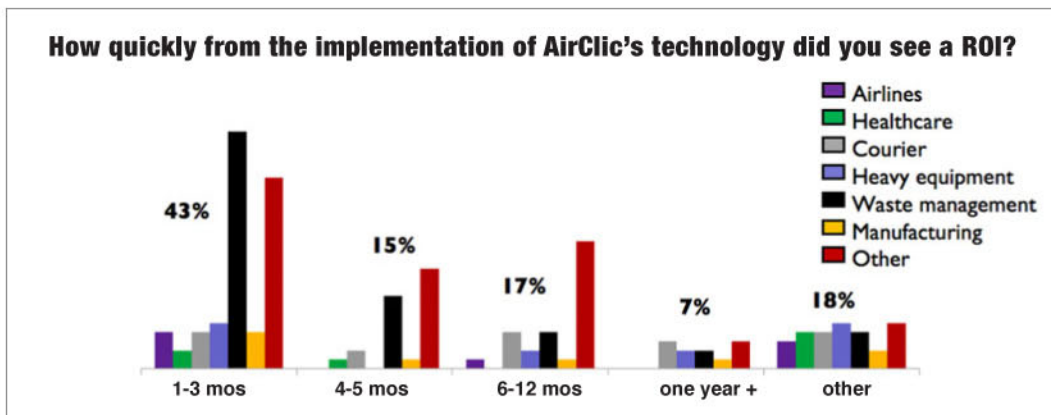
By selecting AirClic as their mobile applications provider, organizations can easily overcome these perceived barriers. AirClic offers a powerful, affordable mobile solution and accompanying hardware that allows customers to connect to their workforces, including third-party vendors, to easily view and manage workflow in real time.

AirClic understands that no mobile technology solution exists in a vacuum. Solutions must easily integrate with a range of customer legacy databases and back-office systems from general enterprise resource planning (ERP) systems to the most highly specialized point or industry-specific solutions. Because AirClic MP, AirClic's patented end-to-end solution, is based on a common platform and delivered as a hosted, Software-as-a-Service (SaaS) solution, all customers receive full integration capabilities to customize their workflows and allow for the critical, dynamic exchange of information between the AirClic solution and back-office systems. AirClic customers receive well-planned implementations that achieve swift ROI and user adoption rates that are among the highest in the industry.

Top Five Business Functions Supported by AirClic Technology

When it comes to mobile technology needs, no business is alike and no industry is alike. However, across industries, there are many similarities in how enterprises are adopting mobile technology by business functionality. Based on customer research across industries, the most widely supported business functions addressed by AirClic mobile solutions are:

1. **Logistics and transportation management**
2. **Customer communications and services**
3. **Field service**
4. **Time and expense management**
5. **Inventory management**



More than 50% of AirClic's customers see a return in the first five months

Top Mobile Functionality Correlates with ROI

Achieving ROI in today's highly competitive business environment and difficult economic climate is no small feat. Not only is achieving ROI from investment in enterprise technology solutions today's holy grail in business, but so is the ability to bring fast ROI. The good news is the leading business functions that use AirClic mobile solution solutions – logistics and transportation, customer service, field service, time and expense management as well as inventory management – are where customers report significant ROI gains following implementation.

Many vertical industry sectors, such as the airline industry, need to implement solutions extremely quickly in order to facilitate user adoption and maximize ROI. These goals are achieved when customers choose AirClic mobile solutions. Nearly 60 percent of all customers surveyed reported receiving ROI gains within the first 12 months of implementation and more than half of customers surveyed realized ROI within the first five months of implementation.

For AirClic customers, true ROI comes in many forms such as savings from order processing and inventory management costs as well as reductions in hardware costs and labor, all big bottom-line expenses. As well, AirClic mobile solutions enhance customer service from the ability to better manage exceptions in the field, customize workflows around specific customer requests and answer a myriad of customer queries such as “where’s my package?” and “has the driver been dispatched?” To this end, customer retention and customer acquisition rates typically increase significantly in many enterprises following deployment of AirClic solutions.

While boosts to revenue, in some cases, are not fully or directly attributable to the introduction of a mobile technology solution, our customers continue to report they have acquired new customers because of their field tracking capabilities or have differentiated themselves from the competition in request for proposals (RFPs) to win new business.



Top Five Mobile Features That Achieve ROI

According to AirClic customer research, enterprises across all industries are leveraging the following mobile functionality to achieve ROI:

- 1. Barcode scanning**
- 2. GPS**
- 3. Reporting**
- 4. Image capture**
- 5. Push to talk**

ROI Measurement and Its Challenges

AirClic receives many unsolicited customer comments on how its mobile solutions help workers do their jobs better by saving time, labor and customer headaches. Our customer research supports this anecdotal information. According to customer research, these are the leading areas where customers are measuring ROI following an AirClic technology implementation:

- 1. Time saved**
- 2. Customer satisfaction**
- 3. Increase in revenue**
- 4. Decrease in costs**
- 5. Customer acquisition**

Time saved and customer satisfaction are the most popular ways enterprises measure their ROI from mobile technology applications but they typical are monitored in a variety of metrics. For example, a manufacturing customer uses AirClic MP for barcode scanning with built-in GPS for a range of functions including transportation, asset management and field service. The manufacturer estimates each worker saves about five hours per week in labor which contributes to a 25 percent reduction in operating costs. And the efficiencies have netted the company more customers.

Other customer reports reveal soft results. In the case of a medical laboratory that serves more than 1,000 customers with specimen testing, customers and drivers alike appreciate the tracking capabilities of AirClic MP. The inventory tracking and asset management features associated with AirClic barcode scanning, reporting and GPS virtually eliminates human error and unnecessary labor around driver errors such as missed pickups. When customers call unable to locate a specific specimen on a tray or were unsure if a delivery had been made, the laboratory's courier unit has immediate answers. Even though soft, results have been realized and the customer is looking to expand their use of AirClic mobile solutions to include MP Dispatch for their drivers.

To be sure, harnessing all the variables involved to accurately measure ROI is difficult at best considering all the tangible and intangible factors that go into any business operation. Some enterprises employ their own rigorous processes for measuring ROI involving hardware and software implementations. From the provider perspective, challenges remain with setting measurement criteria when any mobile solution technology platform is implemented and AirClic is no exception. We are currently working toward this end to provide ROI offerings to customers in a way to better establish baselines and measure ROI.

Proven Sector Experience

It's imperative for a mobile application provider to address needs by industry sector and operational function within the enterprise. On a daily basis, our product teams and business analysts learn about our customers and their unique needs in the context of their industry while working toward expanding our set of solutions to meet customer requirements.

Functionality Most Valued by Industry Sector							
	Airlines	Healthcare	Courier	Heavy Equipment	Manufacturing	Waste Management	Other*
Barcode scanning	X	X	X	X	X		X
Reporting	X						X
Real-time alerts						X	
GPS		X	X	X	X		
Push to talk	X		X		X		
Integration with back-office systems				X	X		X
Electronic signature capture				X			
Dispatch		X					
Image capture						X	
Voice notes						X	

* Includes transportation/distribution, construction, security, foodservice, government, financial services, etc.

The flexibility of the AirClic MP platform solution allows the customer to change and enhance their mobile solution based on changes in their business processes and workflow. It also ensures the enterprise can meet the needs of their customers that have special service requests or want faster response times while giving the enterprise the ability to more accurately capture data and even images around these services and charge customers for them.

As noted earlier, our customer research and experience has found that no industry or enterprise is alike in its specific needs for mobile solutions. For example, while reporting and real-time alert features are highly valuable to specific industries such as the airline, airline services, heavy equipment and waste management industries, they are not as widely used in other fields. Our customer research has led us to identify the most valued AirClic mobility features currently used by industry groups.

On the other hand, GPS-related capabilities in a mobile solution are sought by almost every enterprise because it helps drive accountability. Integrated GPS technology and tracking systems by AirClic are being deployed across industries to create powerful, affordable solutions. AirClic MP takes GPS readings and date/time stamps on all captured data to create an irrefutable mark of service, billing or job performance.

Consider these functions and industries that AirClic mobile solutions support to decrease costs, increase operational efficiencies and improve productivity:

- **Transportation/logistics:** Most enterprises are looking to drive costs out of their supply chains. From basic inbound and outbound distribution and transportation management to the more complex supply chains, AirClic has designed mobile solutions to help enterprises of all kinds get a grip on their ability to track orders, packages and send data such as Proof of Delivery to back-office and customer systems. AirClic customers include some of world's leading trucking and logistics companies.
- **Aviation services:** Aviation-related industries are in great need of mobile technology innovation around field service and asset management in the face of current unprecedented business conditions. AirClic is a recognized mobile-technology leader serving the global aviation services market for tracking cargo, baggage handling, aircraft cleaning and wheelchair dispatching. Its cargo-related services alone help airlines and a complex chain of third-party ground handlers and service agents achieve worldclass service levels.
- **Healthcare:** Compliance and regulatory issues in a changing business environment make the medical and healthcare-related fields particularly challenging today. A host of AirClic solutions around tracking and managing people and assets in this growing sector help alleviate ongoing pressure to reduce costs and increase efficiencies. Customers from renowned healthcare providers to leading medical laboratories are realizing operational efficiencies with AirClic mobile technology. A leading full-service laboratory recently realized return on its investment in AirClic technology within seven months, reaping a number of metrics to improve customer service.

Broadened Horizons

Our customer research indicates many customers are interested in deploying additional mobile solutions within the next six to twelve months. AirClic is the preferred vendor when enterprises seek to expand mobile applications into other areas of their operations, want expanded functionality or are looking to displace existing mobile applications to standardize on a single platform enterprisewide.

Users by industry sector have identified enhanced mobile functions they would find valuable when expanding their mobile ecosystem. For example, the courier industry and healthcare markets are most interested in electronic signature capture while the heavy equipment and manufacturing industries are most interested in image capture.

Across industries, enterprises report they would like to expand AirClic mobile solutions into other areas of their operations. Where they are not already using a mobile application, customers expressed interest in expanding their mobile technology to include inventory management, maintenance and inspection services as well as asset management.

Conclusion

Visibility into operations is mission critical today. Enterprises are increasingly turning to mobile technology solutions for real-time visibility into the vast amount of operational data and activities that previously had no tracking or were subject to error-prone, inefficient manual processes. AirClic provides the 70 percent of data that executives look for today to make better decisions. This data must be reliable and accurate, driving service performance, cost reduction and profitability.

A broad range of organizations are already using AirClic mobile technology in these critical operational areas: logistics and transportation management; customer communications and service; field service; time and expense management; and inventory management. AirClic customers are reporting significant ROI gains in these areas as measured by time saved, customer satisfaction, cost reductions and customer acquisition. Barcode scanning, GPS, reporting capabilities, image capture and push to talk are among the mobile-application features that are helping these enterprises achieve ROI and drive operational efficiencies.

AirClic's proven expertise in a range of industries and operational sectors is increasingly sought out by best-in-class companies today. AirClic has already helped companies achieve millions of dollars in annual savings by automating manual processes around their field operations and mobile workforces.

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To Learn More: Contact your sales representative, visit www.airclic.com or call AirClic Answers at 1(866)-707-CLIC (2542)



In Their Own Words

These are a collection of statements and descriptions about AirClic that our customers shared in the survey.

“Working with AirClic has been easy and very efficient.”

“I don’t feel there are any limitations with the AirClic solution. It helps resolve customer issues.”

“The first two years with AirClic have been awesome.”

“Since implementing our mobile solution with AirClic, it’s sometimes been painful but worth the gains.”

“Working with AirClic has been great so far. We are getting ROI in logistics and transportation, customer service as well as the expense management portions of our business.”

“AirClic is wonderful system for tracking. The benefit is it really helps eliminate human error.”

“Awesome”

“Liberating”

“Amazing”

“Excellent”

“Brilliant”

“Integrity”

“Dynamic”

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