

# MANAGING PEOPLE AND ASSETS IN MOTION





The value opportunity:

# MOBILE INTELLIGENCE

It's a fact of modern business life: Most customer-critical business processes happen in the field and on the go. Whether you're servicing customers and equipment, shipping and receiving goods, or managing people and projects in the field, your assets are constantly in motion. And capturing information about their whereabouts, their activities, and required next actions is a significant business challenge.

Organizations that have clear visibility to mobile activities and respond quickly and efficiently to changes in the field have a distinct competitive advantage.

That's *mobile intelligence*, and it's the next frontier for driving efficiency, visibility, and customer satisfaction.

**The next frontier for efficiency, visibility, and satisfaction**

**Wherever people, actions,  
and assets need to be tracked and  
managed you'll find AirClic solutions**

## Logistics

- Package tracking and delivery confirmation
- Time and mileage tracking and timecard processing
- Location capture and history

## Operations

- Parts and inventory tracking
- Equipment usage, status, and location
- Project management and employee deployment

## Sales and field services

- Product field service and repair
- Customer service management in real-time
- Customer-managed ordering of product

## Security and emergency services

- Guard activity and safety assurance
- Patient triage and transportation
- Container tracking for homeland security

## Education

- Attendance monitoring
- Student transportation and security
- School supply and cafeteria inventory tracking

## Transportation

- Asset management throughout distribution process
- Fleet/parts maintenance tracking and reporting
- Accurate time-of-arrival and customer confirmation



## Who trusts AirClic to track and manage their assets?

ADP

AC Nielsen

Boston Globe

CD&L

City of St. Louis

Dallas Independent School District

Eastern Connection

FedEx

Freeman/AVW-TELAV

Johnson & Johnson

McCall Associates

Pella Windows

Service Electric

Springs Independent School District

Triangle Worldwide

Unisys

Waste Management

Vanguard Security

**Mobile and multi-location** processes are too often supported by manual or paper-based processes that are plagued by error and delay. Days and weeks are wasted in data entry, re-entry and reconciliation. Costs increase. Opportunities are lost. And information gaps slow response times and cloud management insight.

AirClic solutions let you instantly capture, monitor, and understand the movement and interaction of your people and assets. With AirClic you replace fragmented, error-prone processes and capture the information you need when you need it—and trust that it's accurate. You can see and understand the events—deliveries, breakdowns, commitments—that impact your customers on the front lines and manage your resources in real time.

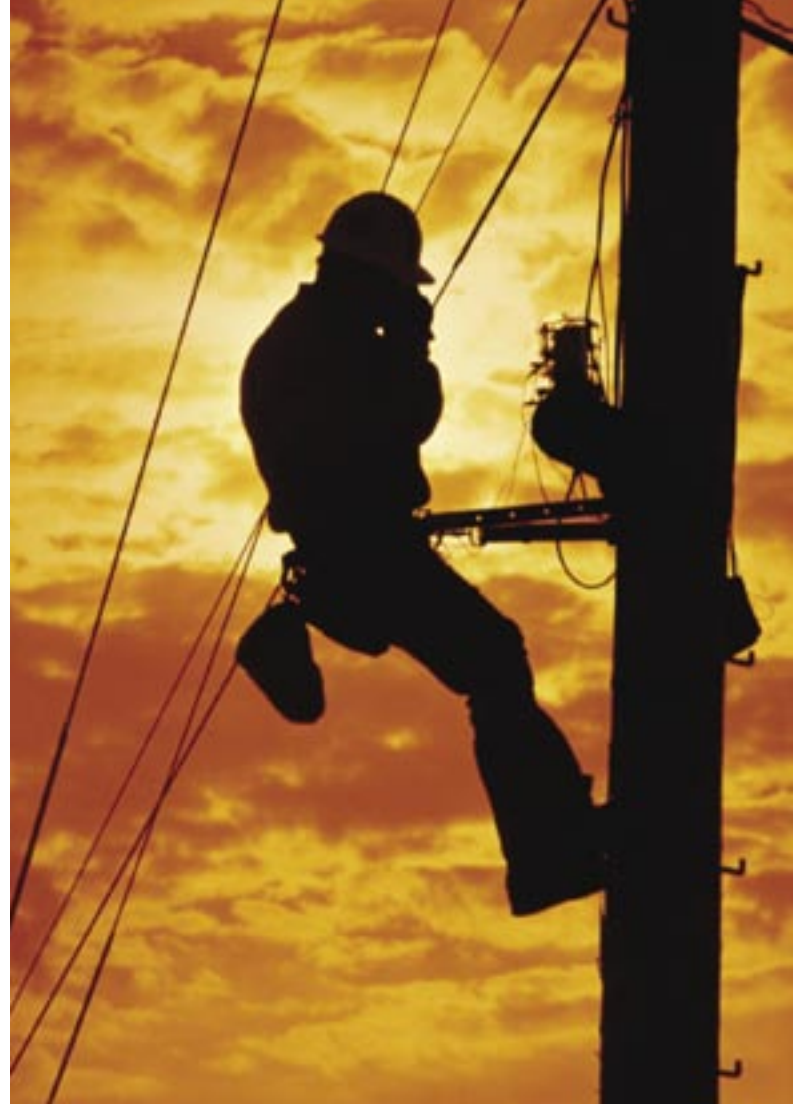


**Improvement starts with information flow**

AirClic is the most elegant, streamlined mobile process automation solution available. There's no bulky, expensive proprietary equipment. No rigid, pre-defined process models. No investment in IT infrastructure.

**Here's how AirClic works:** In the field, workers use mobile phones, PDAs, or a BlackBerry® outfitted with AirClic software and, optionally, a small scanning attachment. They enter information or scan barcodes or RFID tags that represent actions, items, locations, events—virtually any kind of information. You can use existing codes or create an unlimited number of new ones to represent information and record key activities. If the AirClic solution is deployed on a GPS-enabled device you can pinpoint and better direct your mobile workforce.

The information is transmitted securely via wireless data network to an AirClic server that instantly makes the data available. Review, query and generate reports from the data using AirClic software and use it to feed your back-end systems. With an AirClic-automated mobile process, you'll eliminate costly delays and error-prone paperwork.



# Only AirClic brings together the best technologies for mobile process automation.

Project-based solutions often have expensive, up-front development costs and long implementation times, making it difficult to keep processes in sync with your business. And most GPS-based solutions tell you only where your people and assets are, not what they're doing and what next steps might be required. AirClic combines the best of both approaches to fully support your existing business processes. As you grow AirClic grows with you, easily accommodating changes in your business and your infrastructure.

	» AirClic	Project-based products	GPS-based products
<b>Rapid Process Modeling</b> 30 days to full deployment, including training	●	●	●
<b>Support for multiple devices</b> Device independence with support for intelligent phones, PDAs, PCs	●	●	●
<b>Role-based applications</b> Application and user experience tailored to worker's profile	●	●	●
<b>Business event capture and rule verification</b> Process and data integrity assured	●	●	●
<b>Real-time, web-based query</b> Instantly see the <i>who, what, where, when, why</i> of your mobile operations	●	●	●
<b>Guaranteed availability</b> Hosted, on-demand service for highest security and reliability, lowest TCO	●	●	●
<b>RFID capabilities</b> Future-proof technology supports today's and tomorrow's processes.	●	●	●

● Fully available    ● Limited functionality    ● Not available

## *AirClic is the cost-effective, no-risk solution*

Because AirClic provides a hosted infrastructure you pay only for services you need, while AirClic ensures availability, security, and flexibility for managing your mobile resources around-the-clock.

### Scalability and availability

The AirClic architecture easily supports hundreds or thousands of simultaneous users. And AirClic continually invests in its infrastructure to ensure fast, uninterrupted access 24 x 7.

### Security

AirClic provides multi-level security to protect your data at every stage, and physical security at our application processing centers. Wireless carriers also provide additional layers of encryption and authentication.

### Mobile device management

No matter the device—mobile phone, PDA, or BlackBerry—you can mix and match according to your needs and be sure everyone is using the most current, most secure version of the software without recalling devices or interrupting critical field processes.

The company can perform real-time queries, generate reports, and pull data as needed to feed back-end systems such as time/asset management, billing, ERP, CRM, SCM, and GL.



5

The company monitors field activity in real time via web query and re-deploys assets as needed.

4



1

Mobile workers use AirClic solution to capture data representing actions, assets, and events. With GPS-enabled devices, you can track precise locations.



2

Data is transmitted securely via wireless data network.



3



AirClic servers aggregate the data in real time and make it available on demand.

## The AirClic MP platform

**AIRC LIC MP DESIGN** AirClic's proprietary design environment lets process designers graphically depict business processes and, with a single click, create a fully functioning AirClic MP application that's transmitted to mobile devices for immediate use.

**AIRC LIC MP CAPTURE** Capture data with the AirClic family of scanners, with RFID, or with key-entry. Barcode scanners can scan virtually any standard or specially created barcode.

**AIRC LIC MP REPORTER** As rapidly as information is collected supervisors can view mobile activities via AirClic's web-based tools. Business managers can also run reports to help analyze customer issues, anomalies, and trends.

**AIRC LIC MP HARVEST** AirClic MP includes back-end server utilities for Microsoft® Windows®, UNIX®, and Linux® that can deliver captured data in multiple formats for export to billing, time, asset-management, auditing, ERP, CRM, SCM, and other business systems.

# BETTER INFORMATION DRIVES BETTER DECISIONS—TODAY AND TOMORROW

Capturing more accurate information more quickly is only the first step to realizing the value of mobile intelligence. Ultimately the effectiveness of your mobile and field operations—and their impact on your bottom line—will be judged by metrics like channel optimization, on-time performance, inventory turnover, and customer satisfaction. The real value of the AirClic solution comes from using the information you collect to drive other business systems such as time and asset management, billing, HR, CRM, and reporting and analysis. Business managers and finance can mine the data to understand which people and processes are most

productive and profitable, and use new assumptions to drive the planning and forecasting process.

And once you drive the inefficiencies out of your systems, managers responsible for mobile operations can go beyond process improvement to truly understand the *who, what, where, when, and why* of field activities. They can analyze collected data for short- and long-term trends, establish realistic performance benchmarks, and set alerts for problems and exceptions.\*

Let AirClic show you how we can help you gain immediate cost savings and improvements in mobile process efficiency, and enable mobile processes focused on competitive advantage and customer satisfaction.

**That's the smart way to put wireless to work.**

\* Some capabilities require third-party technologies. Speak with an AirClic representative for more details.





## Let us prove it to you with our no-risk field trial

Ask us about AirClic Express™, a customized field trial that lets you verify fit, function, and value before making a commitment. It's available to highly qualified customers, and it's as easy as 1-2-3. AirClic Express includes the necessary handsets, scanners, and software for you to instantly experience the value of real visibility into your mobile process.

What could be simpler? **There's absolutely no risk and no obligation.** And no one else offers anything like it.



**1** An AirClic representative takes 30 minutes to learn about your business process.

**2** Using our Rapid Process Modeling, AirClic quickly delivers a customized solution for a two-week field trial.

**3** If required, we modify your application before full adoption and roll-out.



The **smart** way to put **wireless** to work™

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