When the field becomes a jungle … what do you do?

Legacy applications. Incompatible back-end systems. Cumbersome, inaccessible pen-and-paper records. Voice mail that isn't returned in time. When your people in the field are struggling with a labor-intensive, inefficient toolkit, juggling multiple, isolated interactions with an eye on the clock, the cost to them and to you is enormous. They have the know-how to solve urgent problems but are hampered by the overhead of confused, even chaotic daily operations.

By supporting the speedy development, deployment, and tuning of customized, integrated field solutions, the Field-Force Automation suite from Cingular Wireless can help you tame this wild environment and turn the field into a more orderly and efficient place.

Field Force Automation from Cingular Wireless

Pulling It All Together

Your operations in the field handle multiple complex tasks in a wide range of situations. To increase control and reduce overhead, you need to aggregate and consolidate all that activity into an integrated, consistent set of processes. With FFA, you can build an optimized workflow over your disparate back-end systems, accessed through a unified, user-friendly interface that hides the complexities of business logic and interaction. FFA solutions embed presentation templates, wireless communications, messaging, compatible online/offline capabilities, and EAI technologies. This multitool approach supports the seamless provision of needed services across all mobile and desktop devices, wireless networks, and operational locations and situations.
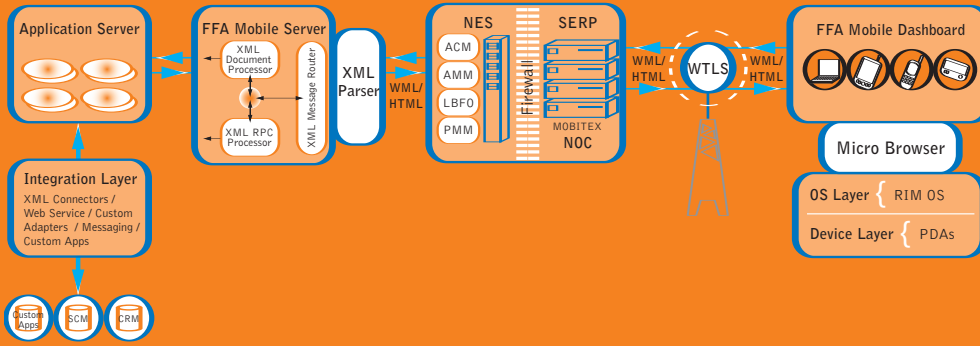
The Basics of Field Success

With Field Force Automation from Cingular Wireless, organizations can:
- Optimize human resource utilization while prioritizing mission-critical customer issues
- Improve customer service quality and turnaround by getting the right person on the job, with the right information, at the right time
- Automate and streamline data entry and management, eliminate duplication, minimize manual handoffs, and avoid errors through electronic forms and signature capture.
- Capture and organize data for powerful audit tracking and data mining

FFA service solutions typically include leading-edge features such as:
- Automatic dispatch of the best person available
- Remote access to fault logs, repair history, and digitized repair information
- End-to-end networking of parts ordering/ tracking and work order reporting

cingular®
WIRELESS

Cingular Wireless Field Force Automation Platform.

Application Server

Integration Layer
XML Connectors /
Web Service / Custom
Adapters / Messaging /
Custom Apps

Custom Apps   SCM   CRM

FFA Mobile Server
XML Document Processor
XML Message Router
XML RPC Processor

XML Parser

WML/HTML

NES
ACM
AMM
LBFO
PMM

Firewall

SERP

MOBITEX
NOC

WML/HTML   WTLS   WML/HTML

FFA Mobile Dashboard

Micro Browser

OS Layer { RIM OS
Device Layer { PDAs

Building On Your Assets

FFA is designed to make your assets in hand more productive without disrupting your critical daily field operations. You can't afford to call a halt and start from scratch.

Instead of imposing preconceived, inflexible frameworks, FFA helps you make the most of what you already have by simultaneously:
• Automating or eliminating manual processes
• Integrating existing components and applications
• Developing new applications and services as needed

FFA solutions focus on leveraging legacy applications and resources for quicker deployment, significant savings, and minimal disruption. Because solutions are built using standard technologies like XML, J2EE, and J2ME, qualities of service such as availability, reliability, and scalability are guaranteed, along with ongoing interoperability and future extensibility. Payback times for FFA solutions are typically months, rather than years.

Working in the Real World

FFA solutions are organized around the interactions and processes essential to effective field operations versus particular technologies or existing applications and tools. Solutions are assembled from functional components in critical categories including:
• Staffing and dispatch
• Work order and task management
• Availability of supporting information such as driving directions, parts/inventory, digitized repair instructions, customer information, product details, with appropriate transactional capability
• Capture and reporting of critical data such as sales order, time, and expense

To focus development on this problem-solving functionality, FFA employs user profiles-predefined real-world use case templates and reports for significant users, including:
• Staffer/dispatcher
• Field services employee
• Field services manager
• Management information reporter

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