

# The 9th Annual **Field Service & Mobile Workforce Management** 2011

28-29 June

The UK's two-day retreat dedicated to boosting field and mobile workforce efficiency

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The rapid growth in the adoption of smartphones in the personal sphere paves the way for an extended use of mobile technology for business. Technology advances mean that a single personal mobile or in-vehicle device can now fulfil a range of different functions, not just the communication of instructions or the recording of data or visual images. It can also locate and track the remote worker for more effective job scheduling and to monitor their wellbeing to meet health and safety requirements. The mobile technology sector is growing fast and, with it, the size of the field and mobile workforce – as the devices get smaller, neater and easier to use, the benefits of this way of working are being realised by user groups not traditionally viewed as field or mobile.

The 9th annual **Field Service & Mobile Workforce Management (FSMW)** event will draw on its long-established track record as one of the UK's leading service management events to bring you an up-to-date programme that addresses the current issues through a series of practitioner project case studies from a range of different industry sectors. All of these will demonstrate quantifiable financial results from technology implementation.

The Chilean miners accident of summer 2010 and the first conviction under the Corporate Manslaughter Act (resulting in a £385,000 fine) have, together, focused the minds of many in the sector on the issue of the health and safety of field and mobile workers. This year, for the first time, take the opportunity to get legal advice from a lawyer with a specialism in the subject at **FSMW 2011**.

Hear from new case study speakers in 2011 too, including **Royal Mail**, **SCAN COIN**, **EDF Energy** and **South East Water** and benefit from the supplier panel which returns by popular demand. There will also be a look ahead at those mobile technologies for which wider adoption will soon be forthcoming, including Radio Frequency Identification (RFID) and Augmented Reality, as well as a review of the use of tablet PCs in the field, including the much talked about iPad.

Understandably, as a manager of a field or mobile project or team, your time is precious right now, but by attending **FSMW 2011** for two days, you will save months of work.

Indeed, one of our past attendees rethought their whole approach to their project, purely because of insight gained from our speakers at last year's event.

By choosing the right technology partners and getting upfront advice from our speakers on the common pitfalls before you begin, you can avoid wasting a single second of your time.

## The FSMW 2011 programme

At the heart of **FSMW 2011** is a two-day conference with two distinct streams, one looking at strategic management issues, including the necessary decision-making processes and the management approach towards mobile working, and the other at the implementation of technology and solutions. Key topics include:

- » Corporate killers? Practical legal advice on the health and safety issues associated with field and mobile working
- » Mobile devices for a sales application
- » Exploring the future technologies that will enhance the field and mobile working environment
- » Royal Mail case study: From zero to 25,000 PDAs in 12 weeks
- » Adapting a single platform core system to meet the needs of a diverse customer base
- » Implementing ruggedized devices and designing an in-vehicle solution
- » **SUPPLIER DISCUSSION PANEL:** Where is mobile technology headed? Your chance to quiz the suppliers on where they think the market is going

In addition to the two-day conference the key field service and mobility issues will be discussed in a series of one-to-one consultative meetings with solution providers.

Researched by:

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# Delegate information

## Why is FSMW 'by qualification only'?

Because **FSMW 2011** is designed to enable senior managers to learn from each others' experience we apply strict qualification criteria. This ensures all delegates are of a similar level of seniority, experience and responsibility. In order to qualify, you will need to be playing a key role in implementing field service or mobility management projects in your organisation.

## The programme

This has been researched with senior practitioners, experts and leading solution providers. From this in-depth research, we have isolated the current key challenges and have developed a programme which addresses them.

All sessions are entirely practitioner-led, meaning that you will hear end-user case studies covering both the challenges and benefits of implementing enterprise mobility solutions.

A combination of streamed sessions and plenary keynotes allows you to customise your agenda to maximise your learning and development around your own business challenges.

## One-to-one meetings

The 30 minute consultative one-to-one sessions will give you the opportunity to sit down with senior representatives from leading solution providers, and quiz them on exactly how they can help you solve your challenges.

## Superior networking opportunities

Our strict qualification process guarantees uniformly senior delegates at the same stages of strategic decision-making, facing the same management and implementation issues.

The structure of the event allows plenty of opportunity to discuss and debate strategies and develop business contacts.

## Who should attend FSMW 2011?

**FSMW 2011** has been designed for senior decision makers in field service and mobile management, operations and IT who are sourcing field and mobility upgrades or seeking to implement a brand new enterprise mobility solution for the first time. The programme is specifically designed as a cutting edge forum for those organisations that are planning live projects within the next 3-18 months and will be particularly relevant for the following industry sectors:

- » Utilities
- » Telecommunications
- » Engineering
- » Manufacturing
- » Facilities management
- » Vending
- » Construction
- » Housing
- » Transport
- » Logistics
- » Retail (home delivery)
- » TV, entertainment and media
- » Lifts
- » Emergency response services
- » Police
- » Healthcare
- » Local Government

## Everything is included in your complimentary place

A drinks reception and three-course networking dinner on the evening of day one is included, along with accommodation, in your **free of charge event pass** if you have a qualifying project.

# Sponsorship

**FSMW 2011** will have a range of solution providers who are specialists that can help with all the issues on the programme and can provide solutions relevant to the projects and business challenges you may be facing in the next 18 months.

We will have 2-3 suppliers per technology so that you get a balanced view and can choose the solutions that fit your needs. Hear from leading suppliers as well as niche players, so that after two days you will be able to have a good idea which suppliers you will want to meet with again and potentially work with.

# Venue details

## DE VERE THEOBALDS PARK

Lieutenant Ellis Way  
Cheshunt  
Waltham Cross  
Hertfordshire, EN7 5HW



# Contact us

Delegate places are limited to 70 and are subject to fulfilment of a pre-qualification process. For further information or if you are interested in attending as a delegate, please contact the FSMW project team on [events@ark-group.com](mailto:events@ark-group.com) or +44 (0)207 566 5792.

# AGENDA

## DAY ONE - Tuesday 28 June 2011

TIME	STREAM A: STRATEGY	STREAM B: TECHNOLOGY IMPLEMENTATION
09:30	Registration and refreshments	
09:50	Welcome to FSMW 2011	
10:00	<p><b>KEYNOTE OPENING ADDRESS: Putting communication at the heart of the field employee engagement</b></p> <ul style="list-style-type: none"> <li>» Case studies from the last couple of years</li> <li>» How we utilise multiple communications channels to inform and engage our workforce</li> <li>» How we are embracing the advent of social media/communications</li> </ul> <p>Neil Brookes, Field Director, <b>BSkyB</b></p>	
10:40	One-to-one business meeting/networking	
11:10	One-to-one business meeting/networking	
11:40	<p><b>KEYNOTE CASE STUDY: From zero to 25,000 PDAs in 12 weeks</b></p> <ul style="list-style-type: none"> <li>» What was the business context?</li> <li>» Preparing for success</li> <li>» Execution of business change and exploitation</li> <li>» Key lessons learned</li> </ul> <p>Richard Law, IS Engagement Partner, <b>Royal Mail</b></p>	
12:20	One-to-one business meeting/networking	
12:50	Lunch	
13:50	<p><b>SUPPLIER PANEL: Where is mobile technology headed?</b></p> <p>Back by popular demand, as one of the most highly scored sessions from FSMW 2010, this panel session offers you a unique opportunity to quiz some of the leading technology suppliers in the field service and mobile market on topics such as:</p> <ul style="list-style-type: none"> <li>» What new developments can we expect in mobile technology?</li> <li>» What implementation issues have suppliers encountered and overcome when working with their clients?</li> <li>» Is mobile security important in service management? How can you ensure the integrity of devices that access your network without impacting user productivity? What is the future of mobile security?</li> <li>» Voice and video over IP – an important factor for service management?</li> <li>» How will we all change our ways of working over the next 5, 10 and 15 years? What new groups of workers will be using mobile technology?</li> </ul> <p>Giles Margerison, Sales Director, <b>TomTom Business Solutions</b>            Stef Coetzee, Senior Vice President, International, <b>NetMotion Wireless Ltd</b>            Giles Cadge, Director Systems Engineering/Sales Consulting Director – EMEA, <b>Antenna</b>            Andy Turner, Principle Sales Consultant, <b>Oracle</b></p>	
14:30	<p><b>Corporate killers? Practical legal advice on the health and safety issues associated with field and mobile working</b></p> <ul style="list-style-type: none"> <li>» The reason why the law was brought in</li> <li>» How the law works</li> <li>» How to minimise the risks associated with the law</li> <li>» What the courts say</li> </ul> <p>Richard Voke, Partner, <b>Lyons Davidson Solicitors</b></p>	
15:10	One-to-one business meeting/networking	
15:40	One-to-one business meeting/networking	

# AGENDA

## DAY ONE - Tuesday 28 June 2011 CONTINUED

TIME	STREAM A: STRATEGY	STREAM B: TECHNOLOGY IMPLEMENTATION
16:10	<p><b>CASE STUDY: Adapting a single platform core system to meet the needs of a diverse customer base</b></p> <ul style="list-style-type: none"> <li>» Maintaining a common set of data whilst allowing for customer specific information and reporting</li> <li>» Balancing value against investment: Deciding which customer specific features to incorporate</li> <li>» Integrating the core system with a forms system to avoid paper: How the information is displayed on the device screen</li> </ul> <p>Stuart McHenry, Systems Development Manager, <b>Innserve</b></p>	<p><b>CASE STUDY: Migrating to a paperless service offering</b></p> <ul style="list-style-type: none"> <li>» Impact on the business – process change</li> <li>» Obtaining technician's acceptance</li> <li>» Involving the customer in the change</li> <li>» Program delivery</li> </ul> <p>Alun Jones, Head of IT WEMEA, <b>Konecranes UK Ltd</b></p>
16:50	End of day one	
19:00	Drinks reception and dinner	

## DAY TWO - Wednesday 29 June 2011

TIME	STREAM A: STRATEGY	STREAM B: TECHNOLOGY IMPLEMENTATION
08:45	CHECK OUT	
09:00	Registration and refreshments	
09:30	<p><b>KEYNOTE CASE STUDY: Mobile devices for a sales application</b></p> <ul style="list-style-type: none"> <li>» Replacing a paper solution</li> <li>» The staff challenge</li> <li>» The health and safety challenge</li> <li>» Implementation and learnings</li> </ul> <p>Mark Garnett, Head of Field Sales and Services, <b>EDF Energy</b></p>	
10:10	One-to-one business meeting/networking	
10:40	One-to-one business meeting/networking	
11:10	<p><b>CASE STUDY: Field service management using remote devices in a small or medium sized enterprise (SME): The benefits to the business and the customers</b></p> <ul style="list-style-type: none"> <li>» Selection and implementation</li> <li>» Go live challenges</li> <li>» Operational benefits</li> <li>» Customer improvement and changing service philosophy</li> </ul> <p>Jeff Carr, Managing Director, <b>SCAN COIN</b></p>	<p><b>CASE STUDY: Implementing ruggedized devices and designing an in-vehicle solution</b></p> <ul style="list-style-type: none"> <li>» Selecting the right hardware, why go for ruggedized equipment?</li> <li>» In a geographically disparate environment how can you arrange support in a centrally managed organisation?</li> <li>» Centrally designed and selected systems don't always match user expectation; getting user buy-in</li> <li>» Reliability and user confidence are important elements in any successful solution. Were we successful? How did we approach the problem?</li> <li>» Why provide a full in-vehicle solution? Advantages and issues</li> </ul> <p>Martin Giel, Operations System Manager, <b>South East Water – Information Services</b></p>

# AGENDA

## DAY TWO - Wednesday 29 June 2011 CONTINUED

TIME	STREAM A: STRATEGY	STREAM B: TECHNOLOGY IMPLEMENTATION
11:50	One-to-one business meeting/networking	
12:20	One-to-one business meeting/networking	
12:50	Lunch	
13:50	<p><b>Developing a strong link between your customer service goals and your field and mobile offerings</b></p> <ul style="list-style-type: none"> <li>» Establishing your customer service goals</li> <li>» Aligning your field and mobile solutions with your customer service strategy</li> <li>» Adopting an effective customer relationship management (CRM) system</li> <li>» Lessons learned: Incorporating customer feedback in order to constantly redefine your service goals</li> </ul> <p>Speaker to be confirmed</p>	<p><b>CASE STUDY: Implementing an enterprise mobile workforce management solution to deliver significant business benefits</b></p> <ul style="list-style-type: none"> <li>» Re-engineering business processes for a customer centric approach</li> <li>» Integrating employees, technology and process</li> <li>» Detailing the benefits in terms of efficiency savings as well as employee and customer satisfaction</li> <li>» Looking to the future...               <ul style="list-style-type: none"> <li>• Extending the ICOM (Integrated Customer and Operations Management) footprint</li> <li>• Exploiting functionality</li> <li>• Asset Management</li> <li>• "The Big Transfer" - Private to Public Sewer Transfer</li> </ul> </li> </ul> <p>Paul Ockwell, Project Manager or Geoff Dyson, Team Manager, ICOM Field Operations, <b>Yorkshire Water IT</b></p>
14:30	One-to-one business meeting/networking	
15:00	<p><b>CLOSING KEYNOTE: Exploring the future technologies that will enhance the field and mobile working environment</b></p> <ul style="list-style-type: none"> <li>» CASE STUDY: Radio Frequency Identification (RFID) in use at a Highways Surfacing Contractor</li> <li>» Proof of concept: A three phase approach to discovering the benefits of using Augmented Reality technologies in the field</li> <li>» Are new generation tablet PCs and smart devices a valuable field service device?</li> </ul> <p>Neill Pawsey, Programme Manager, <b>COMIT</b> and also Research Engineer, <b>Loughborough University</b> and European Project Director, <b>FIATECH</b></p>	
15:40	Close of event	

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