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# **Killer Applications Part II: GPS**

# Agenda

- **Technology Review of GPS – Natasha Royer Coons**
- **Qualifying Questions – Natasha Royer Coons**
- **Sprint Precision Locator – Marc Adams**
- **Xora – Ken Yuhas**
- **Pricing and Process – Tally Lawson**
- **Q&A**
- **Drawing**



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# **GPS Technology Review**

## How Does GPS Work?

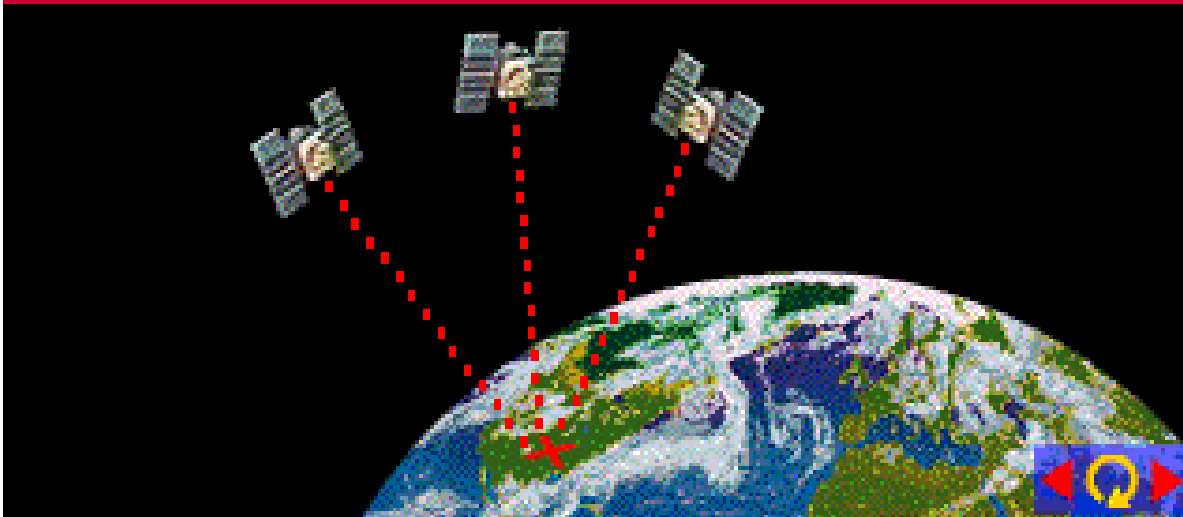
GPS satellites transmit signal information to earth.

A GPS receiver must be locked on to the signal of at least three satellites to calculate a 2D position (latitude and longitude) and track movement.

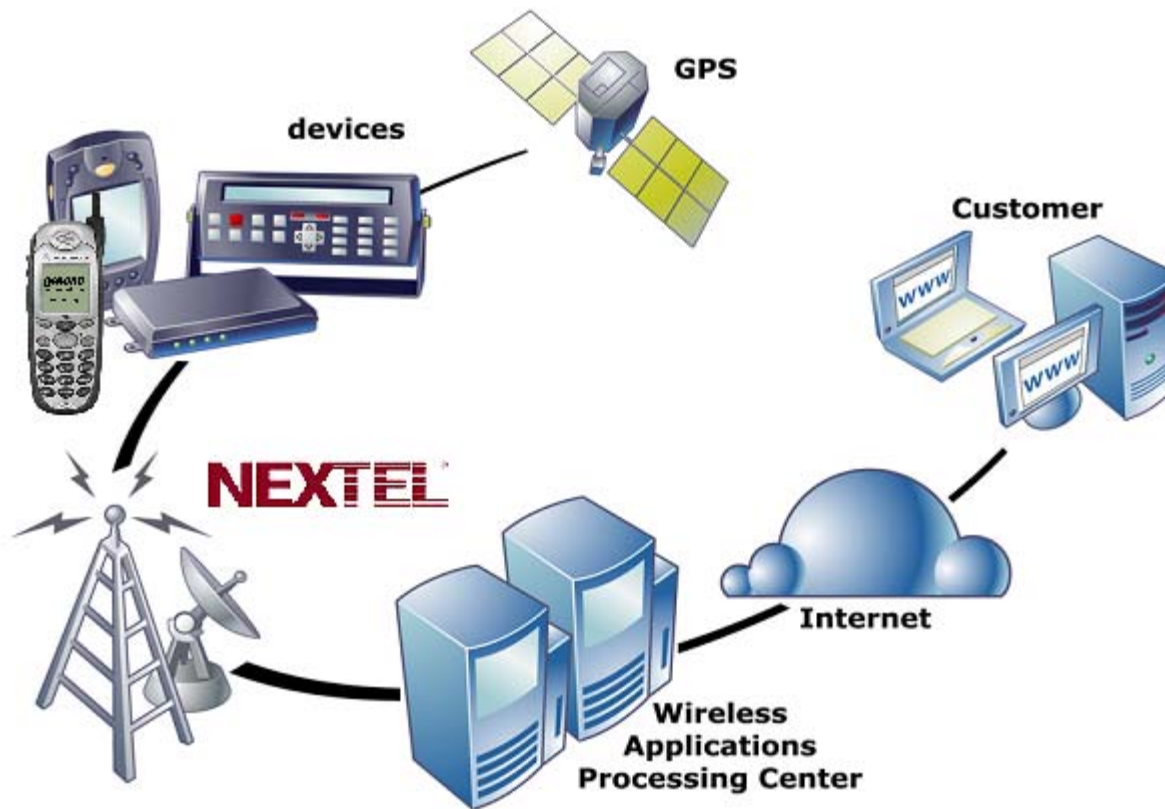
GPS receivers take this information and use triangulation to calculate the user's exact location.

For a detailed tutorial on GPS go to: <http://www.trimble.com/gps/>

**Satellites are reference points for locations on earth**



## How does WIRELESS GPS TRACKING work?



# Nextel Offers a Variety of Solutions to Meet Customers' Needs

Phone Based



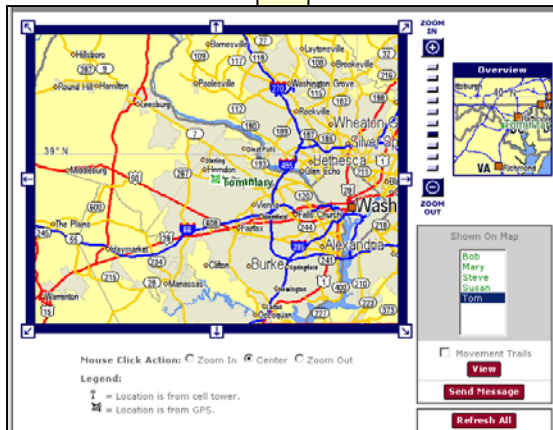
J:3 M:1  
[Messages]  
[User Status]  
[Help]  
[Refresh]  
[Log Off]  
*Your jobs...*  
D (Customer A)  
V (Customer B)  
A (Customer C)

Vehicle Based

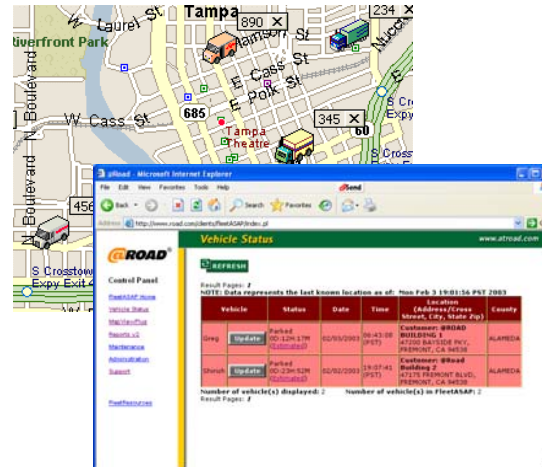


# There are many applications of GPS

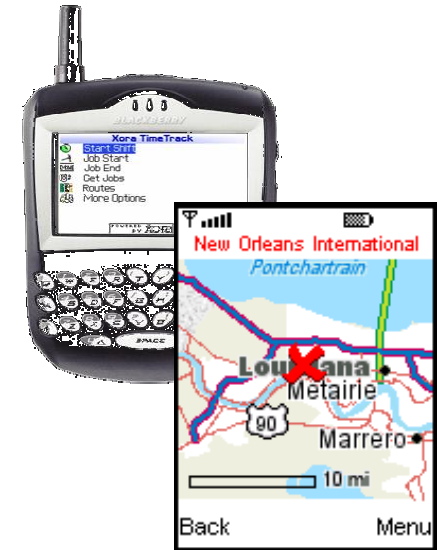
Locate



Track



Navigate



## Phone-based GPS applications are driving both data and voice sales **BECAUSE** they:

- > *are simple to use*
- > *provide low cost solutions*
- > *have a clear ROI*





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# **Sprint Precision Locator<sup>SM</sup>**

March 29, 2006

# Sprint Precision Locator

Sprint can enable businesses of any size to track fleets and mobile workers in real-time with these powerful capabilities ...

**Web access to the Sprint suite of advanced location services from anywhere on the Nationwide Sprint PCS Network**

**Powerful bundle of device locating capabilities**

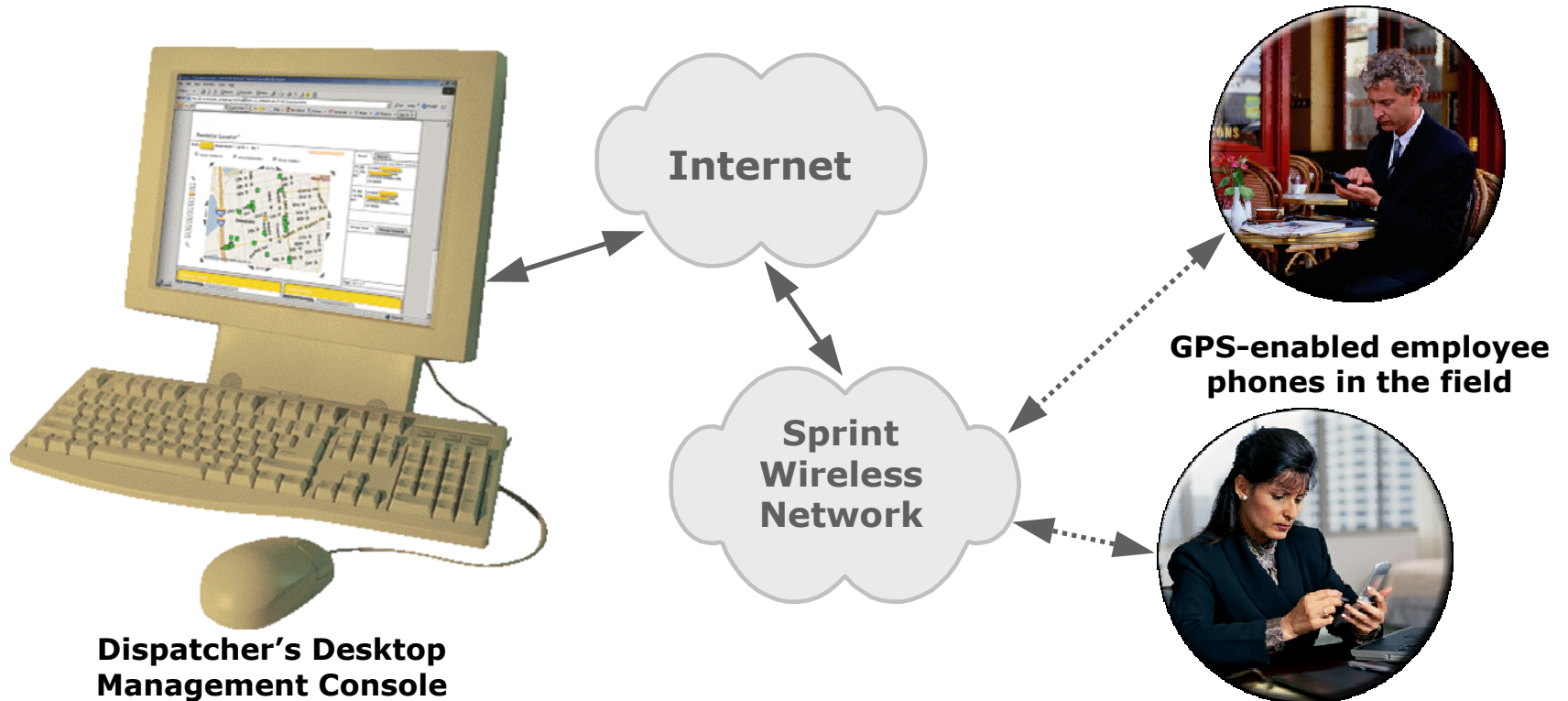
**Leading-edge interactive mapping application**

**Simple, easy-to-enroll subscription service**



# How Does It Work?

Sprint Precision Locator is powered by two elements: network-based location services ... and a leading mapping application



# Network-based Location Services

Precision Locator leverages the power of the [Sprint Business Mobility Framework](#) – and includes these features:

## Location

**Provides the latitude and longitude of a device along with accuracy estimate (best possible); depending on the conditions**

**Determine the location of a mobile worker up to 1000 times per user per month**

## Presence

**Real-time device status tells you whether a user is online or offline**

**Determine device status up to 100 times per user per month**

## Messaging

**Intelligent alerts sent through devices from within the enterprise application can be based on business processes or event triggers**

**Message a mobile worker up to 50 times per user per month**

# Leading-Edge Mapping Application

Sprint Precision Locator is powered by WaveMarket, a leader in location-based services application development

## Location

Uses WaveMarket WaveAlert technology and Microsoft MapPoint GIS service

Offers desktop/dashboard look and feel to locate and display resources on map

## Manage

Create landmarks or other locations important to your business

Group resources and landmarks

Use reporting capabilities to track the history of your mobile workforce

## Messaging

Send SMS to resource or group

Set alerts based on status of relationship between mobile workers and landmarks (geo-fencing)

**Resources Roster**

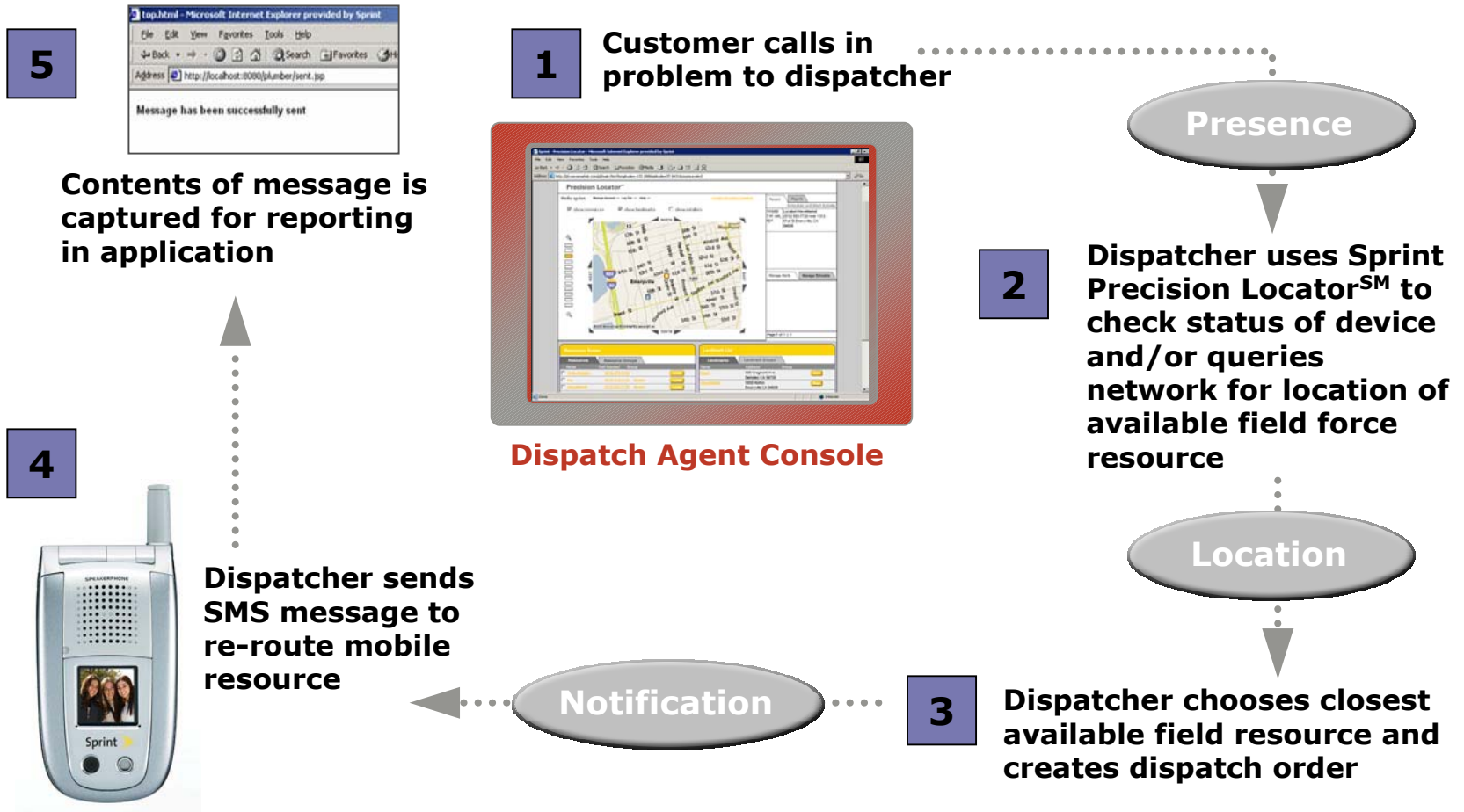
Name	Resource Group	Location
8885	0210-788-8824	Associa
77065	0210-788-1137	Associa
77066	0210-788-2088	Associa
77067	0210-788-2813	Associa
77068	0210-788-8823	Associa
WiredPhone #1	0210-593-7720	Associa
Wired	0208-258-3488	Associa
88888	0210-812-8828	Associa

**Landmark List**

Name	Address	Location	Status
5853 Horizon	5853 Horizon	Emeryville, CA	Wired
1425 Ada Street	1425 Ada Street	Berkeley, CA	Wired
1450 Ada Street	1450 Ada Street	Berkeley, CA	Wired
5853 Horizon	5853 Horizon	Emeryville, CA	Wired
5853 Horizon	5853 Horizon	Emeryville, CA	Wired
5853 Horizon	5853 Horizon	Emeryville, CA	Wired

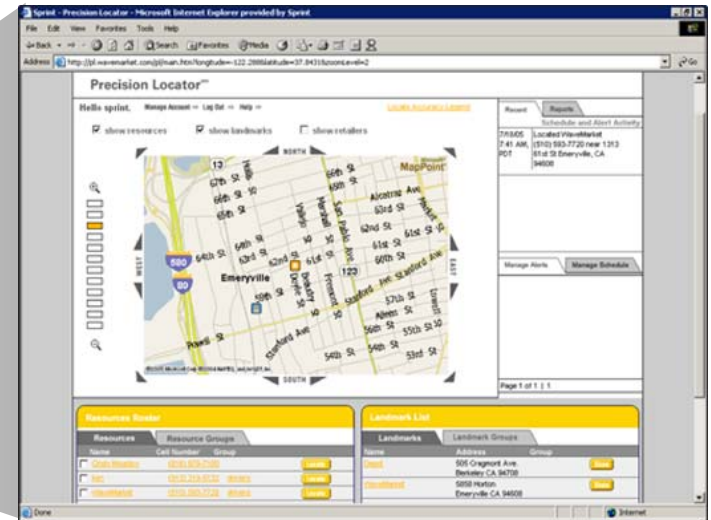
# For Example:

Dispatchers are already using these services today to locate field employees



# Getting Started

With Sprint Precision Locator, your business can be up and running within 48 hours!



Visit web ..... ➔ Enroll ..... ➔ Get email ..... ➔ Enjoy!

**Customer requirements include:**

**Business Mobility Framework certified device**  
**Internet access at business location**  
**Active Sprint PCS account**

# Customer Benefits

Sprint Precision Locator can help your business realize increased productivity, cost savings and customer satisfaction

## **BENEFITS FOR Company with a Mobile Workforce**

**Increase productivity, revenue and customer satisfaction by enabling a real-time enterprise**

**Improve worker safety and accountability**

**Minimal investment and escalated speed-to-market to develop and deploy mobile applications**

**No hardware investment (no server or truck-mounted devices)**

## **BENEFITS FOR Dispatcher/ Supervisor**

**Easy to use dashboard-style interface**

**Password-protected access from any Internet connection**

**Make more efficient use of your field-based resources**

**Handle urgent incoming customer requests immediately**

## **BENEFITS FOR IT/Technical Staff**

**Boost customer satisfaction by increasing responsiveness and face time  
No back-office integration required**

**Pre-certification and testing reduces complexity and increases speed of deployment**

**Extend and enrich existing mobile devices, applications and systems**

**Accelerate deployment with a higher ROI and a lower total cost of ownership**



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**XORA**

# XORA GPS TIMETRACK SOLUTION

- **Locate** and manage field employees with GPS-enabled mobile phones
- **Automate** time keeping and job/work order management with detailed maps and reports regarding mobile-worker location, hours worked and services delivered
- **Web-based hosted solution** enables quick deployment. No software to install or purchase. PC with an Internet connection required
- **Low cost** (\$11.99/month/user) provides immediate ROI (with a one-time setup fee of \$24.99)

# Who is using Xora?

- **Construction and Trades**
  - Drywall, Electrical work, HVAC, Roofing, Siding, Sheetmetal, Concrete, Floor work, Carpentry, Landscapers, farm management
- **Transportation**
  - Delivery, Food and Beverage distribution, LTL, Towing, Bus/Limo/Taxi, Courier
- **Business Services**
  - Field Technicians, Security patrol/systems, Building maintenance, Equipment rental, Pest Control, etc.
- **Government**
  - Parking, Building inspection, Fire, EMS, School Bus services, maintenance, DOT

# Return on Investment

## Customer profile

- > Field workers 50
- > Office workers 2
- > Wages of field workers \$15/hr
- > Revenue per job \$50
- > Cost per driven mile \$0.50

## Areas of improvement

- > Accurate tracking of hours and overtime reduction
  - 1 hour per employee per week
- > Mileage reduction
  - 25 miles per employee per week
- > Fit more jobs
  - 1 job per employee per week
- > Productivity Improvements
  - 16 hours saved per week

# Return on Investment

## Payroll Savings per week

- > 50 mobile workers x \$15 per hour x 1 hour saved per week  
**\$750/week. \$3000 per month**

## Vehicle maintenance savings

- > 50 vehicles x \$0.50 per mile x 25 miles per week  
**\$625/week. \$2500 per month**

## Fit more jobs – increase revenue

- > 50 mobile workers x \$50 per job x 1 job per week  
**\$2500/week. \$10,000 per month**

## Productivity Improvements

- > 2 office workers x \$15 per hour x 16 hours saved per week  
**\$480 per week. \$1920 per month**

**ANNUAL SAVINGS = \$209,040**

# Product Overview

## Web-based. Hosted

### ➤ Xora GPS TimeTrack

- Employee Time, Job and Location Tracking on GPS-Java Phones
- \$24.99 one-time setup, \$11.99 per user per month
- Blackberry 7520 support
- Black Box, In-vehicle support

### ➤ Xora Mobile Service

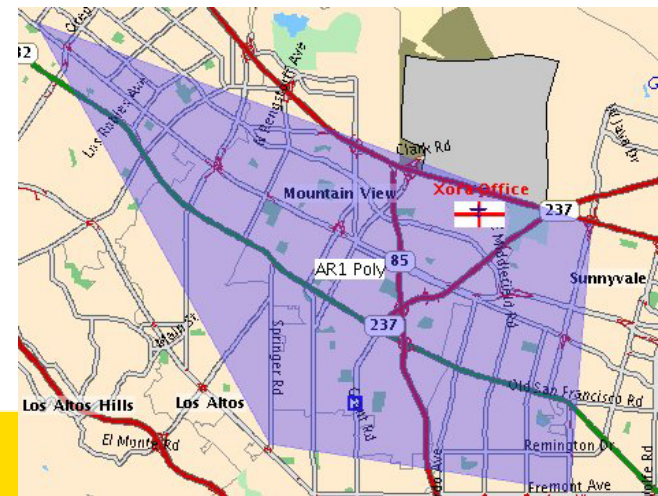
- **Advanced** location-based dispatching, technician Scheduling and field service management
- \$24.99 one-time setup, \$24.99 per user per month

### ➤ Xora DOT Logs

- Hours of Service and **DOT** Inspection Logs
- \$24.99 one-time setup, \$21.99 per user per month

# Location

- Automatic location tracking at custom defined time intervals
- Different tracking and sending frequencies
- Location maps – single user breadcrumb trail, ‘where are all my users right now’. VCR controls for playback of breadcrumbs
- Latitude/Longitude, Speed, Direction, Address, Speed, Stop Duration, Miles
- Landmarks
- (Optional) Routes and text driving directions
- Geofencing



# Business Plus Features \$3.99

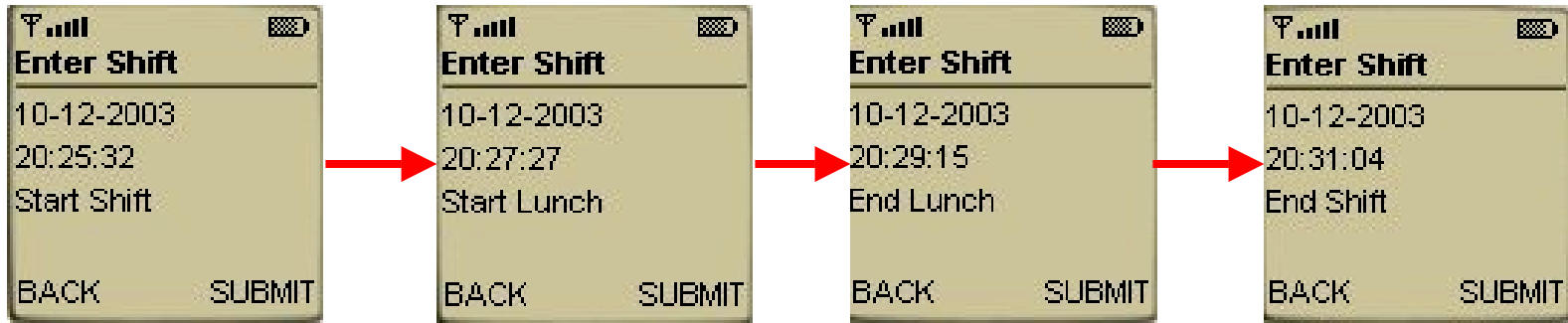
- ✓ Xora Data Shuttle – Integration enabler for back-end applications
- ✓ Camera Phone Support (When, Where, What)
- ✓ Geofencing
- ✓ Job Flexfields
- ✓ Dispatching
- ✓ Text driving directions
- ✓ Google Earth Integration

**Job 1000  
8:05 AM  
100 Main Street**





## Time Tracking



- **Intelligent single-click menu driven interface for shifts and breaks**
- **Each event location and time stamped**
- **Daily overtime rules: 8 hr, 10 hr, 12 hr and straight Time shifts**
- **Out of the box summary and detailed reports with mileage information**
- **Email and SMS Alerts if Shifts have not been started or ended**

## Jobs/Stops/Trip Management



- **Job/P&D information can be entered manually, scanned or dispatched (From Xora Web UI or from back end systems using Xora Data Shuttle)**
- **Different types: Single event, Two event and Three event (to capture travel time)**
- **Up to 20 additional fields customizable (with drop-down lists) (Optional)**
- **Web-based summary and detailed reports with mileage information**
- **Advanced dispatch board, Skill-based dispatch, technician scheduling and enterprise customer data model available with Xora Mobile Service**

# Optional Modules: Barcode Scanning (Additional \$1.99 PUPM)

- **Keep track of tools and materials at the press of a button**
- **Electronically track and record jobs**
- **Error-free data capture with time and location stamp**
- **Scanned information can be downloaded for use in payroll, inventory, job management, and other systems**



Bluetooth



# Feature/Function

- **Common** to all products
  - Location Module
  - Time Module
  - Job/Stops Module
  - User, Team, Group administration
  
- **Specific** to Xora Mobile Service
  - Customer Data Management
  - Technician Scheduling
  - Advanced dispatch board
  
- **Specific** to Xora DOT Logs
  - Duty Status entry and reports (phone, web)
  - Drive time violation alerts (phone)
  - Extensive web reporting
  - Passenger and property carrying vehicle rules

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# Pricing & Promos

# Sprint Precision Locator Pricing

There is only one bundle:

\$20 MRC(Monthly Recurring Charge

\$10 NRC(Non-Recurring Charge/set up fee)

> Includes:

- access to the SPL application
- plus BMF network usage of 1000 location requests
- 100 presence requests and
- 50 SMS alert messages per handset per month.

# Xora Pricing

## Xora GPS TimeTrack - **Employee Time, Job and Location Tracking on GPS-Java Phones**

- > \$24.99 one-time setup, \$11.99 per user per month, \$3.00 MRC for Public IP
- > Supervisor edition: Allows foreman to capture time and job info on behalf of crew members. Additional \$28 per supervisor phone per month.

## Xora Mobile Service - **Advanced location-based dispatching, technician Scheduling and field service management**

- > \$24.99 one-time setup, \$24.99 per user per month, \$3.00 MRC for Public IP

## Xora DOT Logs - **Hours of Service and DOT Inspection Logs**

- > \$24.99 one-time setup, \$21.99 per user per month, \$3.00 MRC for Public IP

# Process for Ordering CDMA Products

## Preliminary Credit Check

**Lightbridge: 800 908 0781 – Pre-Sale Credit Check for wireless**  
Pincode: **63985** Partner Name: **SRINT PCS/SLDN (universal name)**

Information that will be needed

### **(Corporate Liable)**

Business name  
Business address  
Contact  
Business phone  
Federal Tax ID

### **(Individual Liable)**

Individual's Name  
Home Address  
Home Telephone  
Date of Birth  
Social Security #

Write down decision & reference # for BOF order entry.

## Contact Master Agent

- Once preliminary credit check has been done, contact Master Agent to obtain correct paperwork and contracts.
- If credit decision on CL account required a deposit or did not meet the desired amount of lines, contact MA to initiate a credit class upgrade request.

## Collect Paperwork and Order Details.

- Complete paperwork/contracts and obtain detailed order information.
- Submit to Master Agent for processing. MA will provide SLA's for order processing.
- Inform MA of intent to order GPS product. MA engages Solutions Consultant (Jason Moody and Natasha Royer) to help determine which application and device best fits the customer need.

## Customer Receives Equipment and wants SPL

- Customer receives handsets activated with voice/data services.
- For a demo: <http://www.sprint.com/business/products/products/precisionLocator.jsp>. Customer or agent registers customer at <http://precisionlocator.sprint.com/pl/signIn.htm> , enters Phone #'s and waits 48 hours for implementation. Customer will receive email confirmation when application is ready for use.



# Process for Ordering iDEN Products

## Preliminary Credit Check

**Lightbridge: 800 908 0781 – Pre-Sale Credit Check for wireless**  
Pincode: **unique code per MA** Partner Name: **Master Agent Name**

Information that will be needed

### **(Corporate Liable)**

Business name  
Business address  
Contact  
Business phone  
Federal Tax ID

### **(Individual Liable)**

Individual's Name  
Home Address  
Home Telephone  
Date of Birth  
Social Security #

Write down decision & reference # for BOF order entry.

## Contact Master Agent

- Once preliminary credit check has been done, contact Master Agent to obtain correct paperwork and contracts.
- If credit decision on CL account required a deposit or did not meet the desired amount of lines, contact MA to initiate a credit class upgrade request.

## Collect Paperwork and Order Details.

- Complete paperwork/contracts and obtain detailed order information.
- Submit to Master Agent for processing. MA will provide SLA's for order processing.
- Inform MA of intent to order GPS product. MA engages Solutions Consultant (Jason Moody and Natasha Royer) to help determine which application and device best fits the customer need.

## Customer Receives Equipment and wants Xora or TeleNav

- Customer receives handsets activated with voice/data services.
- The SC will engage Xora or TeleNav representative. The application software is downloaded OTA (Over the Air). If customer/end-user training is needed SC and application rep will determine a training date.



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# Q&A and Drawing