



FIELD FORCE MANAGER CASE STUDY

GATES Builders, Inc.

Saved time and money by consolidating operations and improving wireless coverage.

GATES Builders, Inc., provides fully integrated construction, development, and real estate services throughout the state of Florida and in the Republic of Panama. The company maintains a diverse portfolio of educational, commercial, government, financial, medical, office, retail, industrial, and condominium projects, and has won numerous regional awards. GATES has been in business for 15 years, employs a staff of 55, and enjoys a reputation for exceeding client expectations.

Challenges.

As with any construction company, GATES's profits are tied to meeting deadlines, which requires everyone on a project to be on the same page. Success depends on fast, reliable wireless communication among team members, partners, subcontractors, and clients. GATES's previous carrier, however, was unable to provide wireless coverage when and where it was needed, causing numerous issues for the company.

"We were unable to get reliable cell phone coverage with our previous vendor," said GATES Director of IT Steve Ross. "Their spotty coverage made our cellular communication more an inconvenience than a tool."

Poor coverage compromised more than just voice service. Many of GATES's remote team members rely on wireless PC Cards to connect to the corporate network, and the inconsistent coverage made for unreliable Internet access.

The company's remote tracking program couldn't be counted on, as it, too, ran off the same wireless network. "To ensure that we are running our construction projects as efficiently as possible, it's essential we be able to locate our remote team members on demand," said Ross. "We were using the previous vendor's product, but because we had trouble getting wireless coverage, this service was unreliable, and reporting was cumbersome and extremely time consuming. Creating a viable report to present to management required a manual multistep process."

Solution.

Ross's Verizon Wireless business specialist offered him demo units to test, so that he could compare Verizon Wireless products and services side by side with the other carrier's before making a commitment. Impressed by both the network coverage and the products, he switched GATES over to Verizon Wireless Mobile Broadband service and purchased BlackBerry® 8330 smartphones for his staff, providing them with voice, email, calendar, Web browsing, and instant messaging.

Ross says the BlackBerry smartphones have exceeded his expectations. "The built-in camera has proved to be an essential tool," he said. "It allows us to address project-related questions immediately by emailing pictures or video directly to the appropriate parties." And with the smartphone's built-in voice recorder, managers can also record meetings and email them to those unable to attend.

THE NETWORK MATTERS.

That's why GATES Builders, Inc., has chosen to make its services available on America's largest and most reliable 3G network: Verizon Wireless.

GATES BUILDERS, INC.

Company description:

GATES Builders, Inc., provides fully integrated construction, development, and real estate services throughout the state of Florida.

Challenges:

- + Needed improved voice coverage.
- + Needed improved PC Card coverage for remote connectivity.
- + Needed user-friendly remote tracking program.
- + Needed improved customer service.

Solution:

- + Switched to Verizon Wireless.
- + Purchased BlackBerry 8330 smartphones.
- + Switched to Field Force Manager.
- + Purchased Verizon Wireless PC Cards for remote team members' notebooks.



Ross added Field Force Manager to the smartphones, giving management the ability to locate and dispatch remote workers wirelessly, and create detailed daily reports. "Field Force Manager is reliable, easy to use, and extremely feature rich," he said. "We no longer have to manually create reports, as they are automatically generated on a daily basis and emailed to specified people."

Ross also purchased Mobile Broadband cards for his teams' notebooks, which solved GATES's remote connectivity problem. "We have been able to get coverage everywhere we have needed it," he said.

Results.

With reliable wireless coverage and equipment, GATES has been able to streamline several of its operations—and save money. Ross says that in addition to GATES paying around 50% less than it was spending with its previous carrier, Verizon Wireless has helped cut costs in other ways.

"Our previous GPS tracking and reporting process was taking up approximately 70% of one team member's time," he said. "With Field Force Manager, that portion of her job has essentially been eliminated, giving her time to do other things. By switching to Verizon Wireless, we essentially gained another employee without the extra salary."

The company also saves time and money by emailing video, photos, and voice recordings from the smartphones. "It has eliminated steps in what was a much longer process," Ross said.

The Verizon Wireless My Business Account Web portal has proved to be another time-saver. "We're able to accomplish in minutes many of the day-to-day support issues that, at times, took us hours to accomplish with our previous carrier," said Ross. "We no longer wait on hold and then get transferred from person to person."

Results:

- + Improved coverage.
- + Streamlined operations.
- + Saved money.
- + Saved time.
- + Improved customer satisfaction.

"When I call for assistance, Verizon Wireless always proves to me that our business is appreciated. They treat me with respect; they respect my time as if it were their own; and, most importantly, they listen. And my business specialist is always willing to go the extra mile."

—STEVE ROSS
DIRECTOR OF IT
GATES BUILDERS, INC.

CHOOSE THE **BEST** NETWORK.

The service is one part of the equation for helping your business. A widely available, stable wireless network is the other. That's why it makes sense to choose America's largest and most reliable 3G network: Verizon Wireless.

Of course, it also helps that you get:

- + Simple online account management.
- + Secure data transmission.
- + World-class technical support.
- + Highly responsive customer support.
- + Discounts that increase as your business grows.

Speeds require an EV-DO Rev. A-capable device. When using an EV-DO device that is not Rev. A-capable, you can expect download speeds of 400 to 700 Kbps and upload speeds of 60 to 80 Kbps. Mobile Broadband speed claims based on our network tests with 5 MB FTP data files, without compression.

Mobile Broadband is available to more than 285 million people in 264 major metropolitan areas and 269 primary airports in the United States. Offers & coverage not available everywhere.

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