AltLogic Limited

"OUR GOAL IS NOT TO RIP AND REPLACE SYSTEMS, PROCESSES AND TECHNOLOGIES, BUT RATHER TO ENHANCE THE BENEFIT TO BOTH THE BUSINESS AND CUSTOMERS. THIS MISSION IS SOMETHING THAT SYBASE TECHNOLOGY IS HELPING US ACHIEVE."

—ROBIN BORDERS, TECHNICAL DIRECTOR AT ALTLOGIC

CUSTOMER SUCCESS STORY

INDUSTRY

- Software

BUSINESS CHALLENGE

- Develop a PDA-based job and stock management solution to improve field worker efficiency and customer satisfaction ratings.

SYBASE TECHNOLOGY

- SQL Anywhere®
- Afaria®

KEY BENEFITS

- Provides field-based employees with real-time data capture, time management and inventory control capabilities
- Permits management to track progress and to record the results of customer visits in real time
- Eliminates on-site paperwork for customer-visit transactions
- Enables field workers to complete many transactions in the field and spend more quality time with customers rather than completing paperwork
- Improves customer satisfaction for subscribers

When AltLogic needed mobile database technology on which to build its FieldLogic solution the company turned to Sybase. They selected SQL Anywhere as the database and mobility platform with Mobilink for synchronization, and Afaria was chosen to manage and secure the handheld devices running the FieldLogic solution. This dynamic technological combination of FieldLogic, SQL Anywhere and Afaria enabled a leading satellite provider's 2,600 field workers to be more productive with less paperwork, while delivering greater customer satisfaction to their end users.

MOBILIZING FIELD WORKERS

Established in 2002, AltLogic represents more than 50 years of in-house programming experience. The company produces innovative technology which implements effective solutions helping businesses track customers, record the status of site visits, detail/manage field personnel schedules and control inventory through real-time data capture.

The company's mobile field technology solution, FieldLogic, allows mobile workforces to capture data remotely so that field personnel can report on the progress and status of jobs while capturing customer signatures, mileage information, inventory delivered, customer-questionnaire responses and other important data. With an accompanying Web portal, management can see all of this information in real time from any Internet connection. FieldLogic also integrates easily with AltLogic's back-office solutions as well as other back-office solutions.

ALTLOGIC CREATES A BEST FIT SOLUTION

When this leading satellite provider realized a new, improved PDA-based job and stock management solution was needed to not only make its field workers more efficient, but also to improve customer satisfaction ratings, they turned to AltLogic for help. Conducting site visits for more than 9 million customers, which correlates to approximately 12,000 customer visits per day, with a paper-based approach meant data was always lagging behind system availability. These delays proved frustrating for customers and staff alike. The amount of data that had to be re-captured into multiple systems was extremely time-consuming for field workers and back-office employees.

Moreover, field workers found that collecting data from site visits enables AltLogic's analysis to recommend a bespoke solution that will most effectively serve the company's existing IT infrastructure, business processes and back office systems.

"We understand that every customer is different so we don't provide a 'one size fits all' solution," says Robin Borders, Technical Director at AltLogic. "We talk at length with our customer to fully understand their current and future requirements and only then set about customizing our solution for them."

The company soon realized that partnering with an experienced mobile software vendor to create consistent and reliable solutions for their customers was critical to the project. "Our experience is in developing user-facing applications," says Borders. "But for our software to function properly in collecting and storing data, it is crucial that we integrate with a reliable, fast and secure database."

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"WE FOUND SYBASE'S PRODUCTS TO BE MUCH MORE STABLE, AND EVEN MORE IMPORTANTLY, THE SYBASE IANYWHERE TECHNICAL SERVICES TEAM DEMONSTRATED A TRUE PARTNERSHIP APPROACH TO WORKING WITH US SO THAT OUR SOFTWARE AND THEIR SOFTWARE WOULD ALWAYS INTEGRATE PROPERLY—NOT JUST AT THE BEGINNING OF THE PARTNERSHIP BUT ALSO IN THE ENSUING YEARS OF THE RELATIONSHIP."

ROBIN BORDERS, TECHNICAL DIRECTOR AT ALTLOGIC

RELIABILITY, FLEXIBILITY AND POWER ARE KEY

AltLogic needed to find a well-established database vendor offering mobile data management and synchronization technology that would be easy to integrate with any back-office system. As Borders explains, "We needed a database that would allow us to transfer data from FieldLogic throughout the day to either our own or our customer's back-office system, or sometimes even both of them. And because we often encounter a variety of databases from different software vendors, we needed a mobile database that could integrate easily with any other solution on the market."

A key requirement for the leading satellite provider was the ability to easily manage and update FieldLogic and other applications on handheld devices. "It would not be practical to visit and manually deploy upgrades for thousands of field personnel," Borders says. "We needed a tool that would allow us to monitor the health of all the frontline devices and easily distribute software updates remotely."

A TRUE PARTNERSHIP APPROACH

After researching products offered by other major vendors, AltLogic decided to partner with Sybase on the strength of two products: SQL Anywhere as the database with Mobilink as the synchronization tool, and Afaria for device security and management. "We tested other products before choosing Sybase," Borders says. "We found Sybase's products to be much more stable, and even more importantly, the Sybase iAnywhere Technical Services team demonstrated a true partnership approach to working with us so that our software and their software would always integrate properly—not just at the beginning of the partnership but also in the ensuing years of the relationship."

SQL Anywhere, a leading embedded database solution, provides data management and data exchange technologies which enable rapid development and deployment of remote office, desktop, server and mobile database-powered applications like FieldLogic. Some of the key strengths of SQL Anywhere are its ability to scale from 10 to 1000s of users and its support of over 17 platforms including all major handheld devices. SQL Anywhere also integrates well with AltLogic's internal hardware and software systems which send the leading satellite providers data for integration with their internal back-office systems.

Afaria provides IT with the ability to manage and secure remote handheld devices from a central, standard browser. Primarily used to deploy updates to individual devices or large groups of devices, AltLogic is also using Afaria to ease the upgrade process and to audit the health of the devices. It allows AltLogic to verify whether the correct version of its software is running on each mobile device. "Additionally, we can monitor what's currently on a device including memory, the operating system and other components," Borders says. "And because Afaria is device-agnostic, we are not locked into supporting only one type of device. All of these features are very handy when tracking a large number of devices."

A POWERFUL PARTNERSHIP

Borders points out that the Sybase solution has not only facilitated securing and managing mobile devices for AltLogic, but provided some stellar benefits for this customer. "Implementing FieldLogic has significantly reduced the amount of manual intervention and phone calls previously required between field personnel and office staff. The combination of our technologies has helped our customer achieve greater efficiency on the ground, as well as in the office, where management can continuously track progress."

Combining Sybase technology with AltLogic's innovative FieldLogic platform ensures that customers always have up-to-date, accurate information. And because the solution closes jobs in real-time, managers can assess business situations more effectively. This effectiveness is not to be downplayed, as Borders points out: "Our customer, one of the UK's premier satellite providers, has eliminated approximately 5 million pieces of paper per annum, saving about 800 trees every year!"

"[Sybase technology] allows us to remain agile and adapt our solution to all types of businesses", says Borders. "Our goal is not to rip and replace systems, processes and technologies, but rather to enhance the benefit to both the business and customers. This mission is something that Sybase technology is helping us achieve."

Learn more about AltLogic Limited by visiting **www.altlogic.com**

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