



UKDN
WATERFLOW

0844 326 2348

Redhill Office
01737 760411

TAKING TO LUMIA LIKE A DUCK TO WATER

UKDN WATERFLOW CASE STUDY

NOKIA

Nokia Lumia with Windows Phone has been tried and trusted in everyday life and is now the device of choice for thousands of businesses. UKDN Waterflow is the latest to reap the benefits of making the smart switch.

UKDN Waterflow's recent three-year business plan required their mobile workforce to be far more flexible, productive and efficient.

To this aim, the company wanted a cost-effective, user-friendly and durable alternative to its PDAs to allow greater communication between field and back-office workers. And with a big project on the horizon, they needed it up and running in just three weeks.

The Challenge

UKDN Waterflow approached their enterprise mobility provider, TBS Enterprise Mobility, with a challenge – fully integrate TBS' mobile workforce management platform, Taskmaster, with a new smartphone option. All this in under three weeks – and it had to be rolled out nationally.

So why choose Nokia Lumia with Windows Phone?

Many businesses with a mobile workforce still rely on outdated paper-based processes. By adopting a more interactive, user-friendly device, UKDN Waterflow showed they were determined to take a modern, innovative approach. They looked at various devices, but iPhones were expensive and too fragile for the working environment. For Mark Cooper, IT Director, there was only one choice: "Nokia outperformed other smartphones hands down."

He also noted that while his engineers' PDAs were battered, their personal smartphones were pristine. If users were given an incentive to look after their work phones in the same way as their personal phones, UKDN Waterflow could save a lot of money.

In fact, for the cost of just one of their previous PDAs, UKDN Waterflow could deploy five Lumia 625s. What's more, engineers needed a traditional work mobile phone alongside a PDA. With the Nokia Lumia, they would only need one device. And to encourage engineers to keep the devices safe, UKDN Waterflow decided that after 18 months engineers could have the devices free for personal use.

About UKDN

UKDN Waterflow provides water and waste water infrastructure solutions throughout the UK. Activities range from emergency drainage call outs to homes and businesses, to major sewer infrastructure project management. Its 600 employees, operating from 19 bases throughout the UK, need innovative technology to be able to provide superior results-driven solutions, 24/7.

About TBS Enterprise Mobility

TBS Enterprise Mobility is a leading provider of innovative mobile workforce management solutions.

Its award-winning TaskMaster platform captures reliable, real-time information in the field via intuitive, role-specific mobile apps, which maximise resource efficiency, minimise costs and dramatically enhance service delivery.





“No question, the Lumia has sped operations up greatly and reduced operational costs. There has been a 50% reduction in the time it takes to complete on-site tasks.”

Mark Cooper, IT Director at UKDN Waterflow

Windows Phone, the clear winner

The Windows operating system was key, because it integrates seamlessly with UKDN Waterflow's existing Microsoft systems and field operations. Managers would therefore be able to communicate more efficiently with field engineers, for example by using Outlook and Lync. “The intention is to be far more customer focussed. Our commercial customers expect a different journey to our domestic customers and the Lumia will help us develop more targeted, customer-centric services,” said Mark.

And then there were the smart features available with the Lumia. Camera quality for most smartphones is better than rugged devices, but the Nokia Lumia camera is exceptional

and would help engineers with a variety of onsite tasks. And security is always important – the fact passwords can be reset in the field by engineers was another factor in UKDN Waterflow choosing the Nokia Lumia with Windows Phone.

An instant hit!

The Nokia Lumia 625 proved an immediate success. The TaskMaster platform runs perfectly on Windows Phone, enabling UKDN Waterflow to rapidly integrate its services engineers with field maintenance teams within the three week deadline.

The combination of the Lumia devices and TaskMaster led to immediate improvements in scheduling and onsite management. Engineers are now able to send real-time

progress updates through to customer service teams. Because the whole system is automated, if an engineer identifies a new job, it takes just five minutes to raise it, then two minutes to schedule it.

Where an image captured by a camera is sufficient, the engineer can scan documents on site, such as drawings, notes, and client-specific paperwork. Information captured on site is now integrated with back-office systems in real time, accelerating processes and minimising errors. Now, 50% of jobs requiring back-office contact are done automatically via TaskMaster on the Lumia devices – reducing time to input data from 25 minutes down to around 10-12 minutes.

Loving their Lumias

Adoption of the device was quick. Most engineers already had their own smartphones and were well accustomed to using such devices, so minimal training was required. The touch screen and pinch-zoom capability make it easy for engineers to view and input information accurately – a vast improvement on the small fiddly keys of the PDAs.

In fact, the offer to keep the smartphones after 18 months has proved so successful that no breakages or returns have been reported since deployment. Mark added: “Incentivising has proved crucial. If I’d got this wrong, we would have already had some devices with cracked screens and they would not have been cared for. It’s about trusting your workforce. With the right incentives they adapted very quickly. I was amazed that most had their own personal smartphone, so finding using the new device easy.”

What does the future hold for UKDN Waterflow and Lumia?

Over the next six to 24 months there will be acceleration in the roll-out of Lumia devices across UKDN Waterflow to further improve efficiency and communication. 70 devices were rolled out initially and there are plans to roll out 130 by February 2014 and 200 for 2015.

UKDN Waterflow’s Lumias are set to integrate with their intranet and Uview, and there are plans to roll out Microsoft Dynamics in 2014 to allow stock visibility and management on the move. Nokia Drive is also being considered.

In future, engineers will be able to pick up what they need direct from suppliers and go to a job without having to visit their base to find out what they need. This will dramatically reduce all-round mileage and further increase their productivity.

These are certainly exciting times for Mark Cooper and UKDN Waterflow. He said:

“The Nokia Lumia with Windows Phone has opened up a world of opportunity for doing things smarter. I would definitely recommend Lumias to other businesses.”

Mark Cooper, IT Director at UKDN Waterflow



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