

## CEO Vision

### Looking Ahead to 2015: Using the Mobile Enterprise to Empower Customers and Increase Their Productivity

*Tim Garcia, President and CEO*

We've had great success empowering our customers through mobile technology. One of our key strengths is using the mobile enterprise to execute our machine-to-machine (M2M) technology to bring enterprise applications to mobile platforms, enabling individuals to do everything they need to do at the device level.

My vision for 2015 is to leverage this much-needed capability. Your organization wants up-to-the-minute visibility and information to make the right decisions. You don't want to guess anymore. Our solutions provide the ability to track work orders, track inventory, geo-locate assets, show the flow of financial transactions through the system, communicate effectively and use a variety of productivity tools to improve efficiencies and provide better service.

### Extending Your Capabilities

Software products can be so inflexible that you must change the way you've done business for years to make them work. Our goal is just the opposite. We're about taking your best practice and extending it further to make you more productive. After a deployment, your employees should be able to customize and maintain our solutions on their own if they choose to. If not, we'll help because we're committed to customer support. Most software vendors think the software should run the business. I've always stated that the industry has it wrong. The business should run the software. *(continued on page 2)*

## Apptricity University

Professional education that turns information into knowledge

### Too Busy to Improve Efficiencies?

*Karla Mains, Director of Corporate Services*

"We're always so busy! There's no time to stop and get trained, so we'll just learn as we go." Does this sound familiar? Does your company struggle with the balance between learning and working productively?

Giving your employees professional training is both critical and beneficial. Training serves multiple purposes for employees:

- Demonstrates the importance of increasing one's skills
- Shows how knowledge can make task completion faster and easier
- Gives employees hands-on practice in an unpressured setting
- Provides a structured environment for learning
- Enables employees to become proficient more quickly, setting them up for success *(continued on page 4)*

### Apptricity Asset Management 7.0

#### Functional and Administration Training (2 days)

Location: Apptricity Corporate Office, Irving, TX

Training dates available:

- January 6-7, 2015
- January 20-21, 2015

### Apptricity Expense Management 6.1

#### Functional and Administration Training (3 days)

Location: Apptricity Corporate Office, Irving, TX

Training dates available:

- January 27-29, 2015
- February 10-12, 2015

### Apptricity Invoice Management 6.0

#### Functional and Administration Training (2 days)

Location: Apptricity Corporate Office, Irving, TX

Training dates available: January 13-14, 2015

For a complete list of all classes, please visit us at  
[www.apptricity.com/thought-leadership/apptricity-university](http://www.apptricity.com/thought-leadership/apptricity-university).

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*(Looking Ahead to 2015, continued from page 1)*

We want to further your goals by extending your capabilities, because you know your business processes and best practices better than we do. Our solutions encompass Web-based, tablet-based and smartphone-based computing for the purpose of accomplishing your objectives. We provide the technology thought leadership and let you decide how you want to proceed with it.

### Accelerating ROI with Speedy Deployments

In 2015, I want to be disruptive when it comes to rapid results. We give customers the ability to be up and running very fast. We do a lot of what the major enterprise resource planning (ERP) companies do, but instead of taking 18 to 36 months to deploy a solution, we want to do it in 12 to 15 weeks so our customers get a return on investment (ROI) right away.

If the value you realize is two years out, by that time your whole business has changed and you're unhappy with your vendor. We won't over-promise. We have a great track record of rapid, on-time deployments and plan to continue that.

### Bringing You a Commitment to High Integrity

We make our clients more profitable and efficient and optimize their capabilities based on the solutions they choose. That's our goal. We take care of our clients instead of giving them the kind of unrealistic expectations that are common today. We're high integrity, high value and high character. We want long-term relationships with our clients and celebrate their success.

### Reducing Downtime and Optimizing Uptime

Downtime is an expensive productivity issue. An aircraft on the ground needing a part incurs the cost of being out of service. There's also a social cost, because downtime impacts customers and workers. Our 2015 focus is providing real-time information to give organizations instantaneous access to valid data so they can go ahead and execute. We make organizations more nimble and help minimize downtime, which is critical for a retail chain, a battlefield and any service industry.

First responders must optimize uptime. This happens every day in the petroleum industry. For example, an experienced Texas-based provider of instrumentation and electrical support services frequently uses Apptricity solutions to dispatches field services to fix oil pump jacks at a moment's notice. When field personnel get an action item on their mobile devices, right away they're fixing a pump jack or delivering inventory. Our infrastructure helps make that happen, complete with hours tracking and same-day invoicing capabilities. Automating the process reduces overhead, which goes to bottom-line revenue. Client/vendor relationships improve because invoicing is fast and accurate. *(continued on page 3)*



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### Capitalizing on Analytics

We want to help more companies maximize revenue during the holidays with consistent, on-time delivery of fast-moving products based on point-of-sale information. Using predictive analytics, we aim to drive data so you can sell 1.4 million of a popular product this year when you sold only 700,000 last year due to lack of information and supply chain inefficiencies.



### Serving You as a Trusted Partner with Superior Support

To me, success in 2015 is about being a partner. It's a matter of trust, customer service and customer support. An independent survey by Dun & Bradstreet® gave Apptricity a superior rating for customer support. To maintain that level, we aim to be an extension of organizations we work with, whether it's AT&T®, Walmart®, Nestle® S.A., GameStop®, Honeywell®, the U.S. Army or any other client.

We value our reputation and our integrity, holding true to our corporate values. We're not an empty-promise company. Our clients — many of them large and influential — chose us instead of going the traditional ERP vendor route because we're unique and have outstanding capabilities. In 2015, we're striving to be that enterprise-class software company recognized for cutting-edge technology and world-class support. We'll keep delivering on our promises to help you maximize revenue and make your best even better.

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### Create a Win-Win Situation

According to Joe Lipham of Signature Worldwide, an organization specializing in training solutions, “The fear for many companies is that they spend time and money developing people, only to see them take those newly acquired skills to another company.

However, training actually can increase employee retention, when the training reinforces the value of the employee. In addition, a well-designed training program plays a critical part in nurturing associates’ psyches. Associates want to feel that the job they do is important to the success of the business and that the business is investing time and money in them to have the job done correctly, and at the highest level.”<sup>1</sup>

Lipham described how training produces mutual benefits for employee and employer. “By investing the appropriate training in an employee, they will develop a greater sense of self-worth as they become more valuable to the company. The company, too, will gain specific benefits from training and developing its workers, including increased productivity, reduced employee turnover, and decreased need for constant supervision.”<sup>2</sup>

Given the many advantages of training, organizations are too busy not to train their employees! Apptricity University classes use Apptricity experts to fast-track your employees’ learning. A small investment in professional training yields huge dividends in productivity and knowledge.

### Leverage Hands-On, Practical Instruction for Optimal Results

Apptricity’s professional, instructor-led certification training involves hands-on activities and real-world scenarios. Administrative classes focus on using an application’s functional areas from a support perspective, as well as customizing the application to be flexible as the business changes. End-user classes focus on functionality and how users can integrate it into their daily lives. These functional classes can be used for train-the-trainer needs or to roll out an application company-wide.

Professional training involves much more than simply teaching initial end users how to use screens at go-live. While that is certainly important and part of the process, Apptricity also provides classes and tools throughout implementation to increase understanding, reduce integration fatigue and speed user adoption.

For course agendas, dates and more, be sure to visit the [Apptricity University webpage](#).

<sup>1</sup> The complete article can be found at <http://www.trainingmag.com/content/training-increases-employee-retention>.

<sup>2</sup> Ibid.

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### About Apptricity

Apptricity Corporation provides mission-critical supply chain management and financial management solutions to Fortune 500 companies, small and midsize enterprises and government organizations across the globe. Apptricity software and solutions mobilize any enterprise with unprecedented levels of real-time information and business intelligence so management has visibility into every action and transaction within the enterprise and among its partners, customers and suppliers. Jetstream, our revolutionary platform, enhances legacy enterprise applications and extends the value of information technology investments. Apptricity Jetstream, Apptricity SmartFleet and Apptricity's other applications address the universal objectives of business, government and the military with accelerated business processes and command visibility. For more information, visit [www.apptricity.com](http://www.apptricity.com).

## eBook

### Bring Visibility and Reliability to Transportation Management

Is your organization relying on a "just-in-case" logistics strategy? Used by the U.S. Army during the Gulf War due to technology limitations, this makeshift strategy involves submitting multiple requisitions "just in case" the original order somehow fails to arrive as planned.

Perhaps you're beyond taking such a route, but you've been forced to use some variation of just-in-case transport operations. Your situation might be similar to the U.S. Army's at that time: Inadequate legacy logistics systems fail to provide visibility for resource tracking, making it impossible to achieve a big-picture view and consistently meet transportation demands.

Inadequate transportation management can be anything from inconvenient to crippling. Just-in-case practices create tremendous inefficiencies, accompanied by consequences like overproduction, overstocking, wasted storage space and wasted assets. Even worse, management loses transportation visibility and habitually operates in the dark using guesswork.

Many organizations have transportation difficulties because they depend heavily on spreadsheets and manual processes. Known to be error-prone, spreadsheets are characterized by inefficiencies and uncertainties. Pieced-together systems that require manual intervention are unwieldy and inaccurate. Workflow is often convoluted, maintenance is difficult to track, and the location of transportation assets is difficult to determine at any point in time.

By automating transportation management, you can eliminate wasted, redundant efforts and human error while accelerating processing and bringing awareness, clarity and predictability as assets are moved around and delivered. Automation enables you to track assets in transit, expedite workflow approvals, keep current maintenance records, leverage real-time intelligence and establish seamless processes.

What about your existing system? Fortunately, today's solutions can work with numerous data streams, databases, applications and hardware platforms. Automating the requisition, scheduling, optimization and movement of mission-critical resources can be achieved without replacing your existing technology investments.

There's no need to struggle with the consequences of a just-in-case approach, so don't be left in the dark. Download Apptricity's e-book [Out of the Dark: How Today's Transportation Management Software Transforms 'Just-In-Case' into Command Visibility](#) today.

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