

**1. What kinds of applications are described here? What business functions do they support? How do they improve operational efficiency and decision making?**

**Your response:** The kinds of applications that are described here are mobile applications. They allow business to receive and send information instantaneously. This information in turn can be accessed in real time due to cloud based data storage. The ability to obtain, centralize and sort data gives organizations the competitive advantage they need to make the required marginal gains.

**Feedback:**

Email, messaging, social networking, and salesforce management are described in this case study. The applications support business functions including collaboration, location-based services, and communications with colleagues. These applications improve operational efficiency and decision making by allowing people to communicate from wherever they are. They are no longer tethered to one place or one machine. They can receive information and data instantaneously which allows them to make better, faster decisions.

Network Rail uses a group of custom apps for its 22,000 iPhone and iPad devices to streamline maintenance operations, capture incident data quickly, and immediately share critical information. Several apps help Network Rail improve railway performance and safety. The Close Call app helps employees report hazards as they are found so problems can be addressed quickly. The MyWork app gives maintenance teams all the information they need to start and complete repair tasks. The Sentinel app allows field managers to electronically scan ID cards to verify that workers are qualified to perform specific tasks.

The iPhone and iPad apps provide maintenance technicians with current technical data, GPS locations, and streamlined reports, replacing cumbersome reference books and rain-soaked paperwork that slowed the repair process. Many service calls start with hazardous conditions reported by Network Rail employees themselves. Rather than waiting hours to fill out a report at the depot, workers can take pictures of dangerous situations right away, using the Close Call app to describe situations and upload photos to the call center. Once provided with the hazard's GPS coordinates, the call center will usually schedule repairs within 24 hours.

MyWork gives maintenance workers a simple overview of all of the jobs each team needs to complete during a specific shift. This mobile app clusters jobs by location, skills required, and opening and closing times. Using precise map coordinates, workers can find sites easily and finish jobs more quickly. By electronically delivering daily job schedules to more than 14,000 maintenance staff members, MyWork has enabled them to complete more than half a million work orders to date while minimizing interruptions.