

LEAPFROG YOUR COMPETITORS WITH MOBILITY SOLUTIONS

See how you can achieve your business goals by equipping your mobile workforce with the right technology at their fingertips to get the job done on the spot.



THE MOBILITY REVOLUTION IS NOW



Traditionally the office has been the central hub, with staff going out to visit clients and then coming back to complete back-end processes.

However, today's workers are used to being able to interact with their bank, insurers, retailers and other personal suppliers entirely on their phones and tablets.

At work, they're increasingly leaving the laptop behind or only pulling it out of the bag when faced with a work task that hasn't been enabled for their smartphone or tablet.

And today, more than ever, teams are trying to avoid "paperwork" back at the office. The mobile workforce needs to be able to complete tasks from zero to 100 entirely in the field.

What's driving the revolution in workforce mobility?

- Cloud systems and online processes mean staff are freed from being close to centralised company printing and imaging hubs.
- Availability of rugged but slim and light printing and scanning devices means less to carry.
- Businesses are recognising that the cost of warehousing stocks of paper forms and producing customer correspondence back at the office is money that could be better invested elsewhere.

Get more done in the field, in less time. Your business could leapfrog less agile competitors with more efficient processes that require fewer trips back to home base and admin support staff.

YOUR BUSINESS OPPORTUNITY

Companies that take enabling their workforce mobility seriously will see significant productivity improvements translating to tangible revenue and profitability increases.

These dramatic improvements will have a disruptive effect on industries – those that haven't updated their processes and given their teams the tools to complete tasks in the field may find themselves losing customers to faster-closing competitors, and may not even be aware of why their long-proven sales process is no longer working.

Vertical Markets

Verticals such as field sales, emergency services, logistics and transport, healthcare and service delivery will be able to take advantage of significant improvements such as:

- **Close more sales** – issue sales quotes on the spot and gain customer acceptance there and then, rather than returning to the office to issue quotes later (by which time a competitor may have secured the job).
- **Faster service** – not having to return to the office between jobs, or during a job, provides obvious time savings, especially for customers situated further from the office location.
- **Faster provision of customer documentation** – the ability to provide customers with tailored explanatory documents on the spot will set a new benchmark in business professionalism.
- **Lower pricing** – cutting inefficiency out of end-to-end sales and service delivery processes allows profit margin to be preserved while offering the ability to lower prices.
- **Better process compliance** – imaging and capturing signed customer documentation into cloud systems from the field will provide stronger audit compliance than paper forms which can go missing and may not be reviewed for compliance until much later.

What does true workforce mobility look like?

It's the roadside assistance organisation that no longer has a warehouse full of form pads; instead a mobile printer in each truck can print client-customised forms.

It's a workforce of plumbers who can issue a printed quote on the spot and take a customer's signature to carry out the works before a competing plumber can even arrive to quote.

It's the bank manager who can visit a cotton grower three hours from the branch, and make an adjustment to a loan contract at the farm rather than completing another six hour round trip with the amended contract.

It's a four-person insurance assessment tiger team that can fly to any natural disaster location in the country and process up to 2,600 claims per day, scanning forms and returning them directly to the central claims team using 4G mobile networks.

WHERE WILL MOBILITY TAKE YOUR BUSINESS?

Understanding where you want to get your business to is key to identifying the right solutions for equipping your mobile workforce. Whether you want to grow sales, deliver services faster, provide tailored customer documentation on site, adjust pricing to enhance your competitive edge, or better process compliance.

Once you've identified these goals, take stock of your current workflows and the technology supporting that.

- What equipment is your workforce currently using?
- What are the important features and performance characteristics of that equipment?
- What are your workforce's key information inflows and outflows, the collateral used to support that, and where does that information end up? What are the pain points for your workforce at the moment? Map these out.



Strategy For Success

Companies that achieve the greatest success with workforce mobility do so with a cohesive strategy. Yours will be supported by three core decisions:

- Which operating systems is my workforce using – both notebook and mobile? Is there an advantage to standardising on one notebook OS and one mobile OS, or will you seek systems and processes that are agnostic to operating system environments?
- Which applications is the organisation currently using that receive input and output information that will support the above goals? Are these systems currently enabled for mobility use – can they work on WANs like mobile networks? Does their user interface adapt to use on mobiles or tablets?
- Based on your workforce's current equipment needs, how will that translate to what they will require in the field, in terms of performance, features, reliability and servicing if required?

SELECTING THE RIGHT DEVICES

One of the greatest pain points for staff is working with paper documents. The process reengineering required to turn paper workflow into fully online forms with accompanying mobile devices for use by both staff and customers is a high-cost, long-term project, and in the meantime, businesses need to continue as usual and focus on new opportunities.

If your organisation hasn't converted all its business critical processes (including contracts etc.) to a fully paperless workflow yet, a quick win for your team is to equip them with technology that brings their paper workflow into the digital era.

The scanners are powered through their USB cable – no need for a battery or power adaptor. The DS-620 can scan to email, app, Sharepoint®, OCR, file, FTP, Archive, LAN, cloud or make a copy to a device.



Portable printers

Brother PocketJet printers are the smallest, most technologically advanced portable printers on the market today. They are extremely small – the depth easily fitting into the palm of a hand, and just slightly wider than an A4 sheet of paper, so they can easily be mounted to a dashboard or carried in a bag.

There is no ink or toner required and they print at up to 300dpi on high quality thermal paper that feels like regular copy paper. The paper selection includes a no-fade archival life of up to 20 years option.

They are protected against being dropped from a height of 1.2m. The in-built Lithium Ion battery lasts up to 600 pages and there are power adaptors that plug directly into 12V sockets in car dashboards. Models are available with Wi-Fi, Bluetooth and USB.

Portable scanners

Capturing paper back into a digital form in the field is equally important to printing it. Brother's Portable Scanners are barely 400g and their only moving part is the paper pickup roller. They scan paper or plastic ID cards at up to 600dpi resolution, and the DS-720D scanner model can scan both sides of a sheet at once.

Portable labellers

If your mobile workforce needs to print labels in the field, Brother's handheld labelling devices and "Tested to the Extreme" TZe tapes offer industry-leading durability. This is due to Brother's unique ability to laminate a layer of clear polyethylene over the label as it emerges from the machine, giving it extreme resistance to abrasion, water and chemicals. Tape is also available with twice as much adhesive as regular tape for super-strong adhesion.



Smartphone/Tablets/PCs

The maturity of iOS or the configurability of Android? It's your choice in relation to Brother's mobile printing solutions – their software development kit allows printing and within native apps. Brother can work with your IT team to show how the SDK can be integrated, and you won't be limited to the rather basic printing capabilities in Apple Airprint or Android Mopria – their SDK offers corporate-grade controls. Your notebook PCs will be able to connect to Brother's portable printers and scanners, whether they're Windows or Mac.

MAKING THE RIGHT CHOICE

There are eight key factors you should consider in selecting equipment for your mobile workforce:

RUGGEDISATION

Do the devices meet international standards for ruggedisation, such as IP54 drop protection? Does the supplier provide custom cases for extra protection? Can devices be mounted in place on dashboards?

CONNECTIVITY

Do the devices you're considering offer the connectivity you need for your use case, such as Bluetooth, WiFi and USB for printing, and USB for scanning as both data and power source?

COMPATIBILITY

Can these devices work with all the operating systems you have in use by your mobile workforce – Windows, MacOS, iOS, Android, even Linux?

INTEGRATION

Does the vendor of the devices have specialists who can assist your developers in integrating portable printing and scanning into your company's custom apps?

POWER

Do the devices sip power so they can last the distance for your mobile workforce – even if they don't plug in to recharge at all during the day?

USABILITY

Your staff don't want to worry about finding replacement ink cartridges in country towns, or leaking ink cartridges on aircrafts. Likewise, staff shouldn't need to know more than pressing the 'scan' button to capture a document.

SUPPORT AND REPAIR

Can your vendor offer rapid dispatch or total replacement warranty changeovers to keep your workforce productive on the road? Is there a network of service centres from Tasmania to Darwin?

SPEED

Do the devices support mobile productivity in terms of the type of throughput you need to achieve to meet your goals?



THE THERMAL MYTH

“Thermal paper – isn’t that the awful stuff you used to get in rolls for your fax machine in the ‘80s?”

“Better photograph that receipt before you leave the store, mate – it’ll fade before you get outside!”

Thermal paper has come a long way since the 80s. Today, it can look and feel like regular premium office copy paper, with printed images achieving an archival life of up to 20 years.

Unfortunately, most people’s main contact with thermal printing technology is grocery receipts that are printed on the cheapest possible thermal paper and only need to be readable for a week or two before they fade away into oblivion or become so discoloured they become unreadable.

Brother PocketJet thermal paper is designed to survive the extreme heat of a car dashboard, in full sun, with the windows closed, parked in a car-park – that’s over 80 degrees, according to an RACQ study. PocketJet paper withstands prolonged exposure to up to 132 degrees.

Unlike grocery receipt printers and fax machines, which only need type to be readable, not high resolution, Brother’s thermal printers and paper are capable of printing at super-fine 300dpi.

Another experience many people have had is the blackening of thermal paper left in plastic pockets. This is due to an interaction between the plasticiser – the chemical used to make the plastic pockets soft and flexible – and the dye layer of the thermal paper. Some of Brother’s thermal papers have a special top coating that prevents this happening.



Brother thermal paper is available in both A4 cut sheets and rolls with perforations equivalent to A4 length. Cut sheets are suitable for all applications, while rolls are convenient in fixed installations such as on a car or truck dashboard.

Brother’s sales specialists can help you identify the right thermal paper for your use case, and can tailor packages that include both printer and paper in the initial purchase price to get you started. For more information on thermal paper, read the Brother whitepaper [here](#).

START A REVOLUTION WITH BROTHER

Brother’s workforce mobility experts can help you find the optimal mobility solution for your workforce.

They can work with you and your IT partners to assess your business needs and find the right combination of software, computing devices and printing/imaging devices to help you achieve your business goals with a measurable, positive return on investment.

the optional extras mean ruggedisation or mobile charging facilities are also available.

LEAPFROG YOUR
COMPETITORS AND LEARN
MORE ABOUT BROTHER
MOBILITY SOLUTIONS.

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Working with you for a better environment

www.brotherearth.com

For more information regarding system requirements, please visit <http://support.brother.com>



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