Openstream Inc.
Mobile Force Automation Solution

IBM

Business Challenge

Service industries and retail chains are constantly challenged to increase the number of customer visits that drive revenue growth and strengthen customer loyalty. Information regarding scheduled appointments, call-history, inventory, payment processing, and so on is critical to increasing the number of successful visits. Frequent calls to the central office for this critical information significantly increase human error and reduce the number of successful visits per day. Any service-oriented or retail organization will benefit greatly from a solution that enables the field service and field delivery teams to access key information through wireless handhelds.

Solution Description

Built on robust and scalable IBM pervasive middleware, Openstream's Mobile Force Automation (MoFA) Solution enables field teams equipped with MoFA handhelds to strengthen customer loyalty by increasing the number of successful customer visits or transactions per day. The MoFA handheld provides easy access to pending jobs, contacts, inventory, reporting, payment processing and invoice delivery. The SMART Dispatch and Tracking mechanisms within MoFA support the efficient re-routing of field teams. Input through keypad and speech is easy and data is securely synchronized whenever connectivity to the corporate office is available.

Value Proposition

Openstream's MoFA solution will significantly enhance both service and retail industries' ability to increase revenue growth and strengthen customer loyalty through an increase in field-productivity and successful transactions per day. Companies can unlock their potential to grow by eliminating the inefficiencies in the work flow that prevents the field teams from increasing the number of visits to their customers. Increasing customer visits will always contribute to revenue growth and customer loyalty.

Company Description

Openstream is a leading provider of secure, mobile, Internet infrastructure platforms and application solutions. Openstream offers enterprises, service providers and SMB financial institutions worldwide a suite of cost-saving and brand-loyalty-enhancing mobile applications that implement personalized services in a multi-modal environment using wireless and speech technologies. Openstream's MoFA mobilizes businesses and increases productivity by making available business-critical data for customers and employees in a mobile environment. Openstream is an active member in the pioneering effort of the W3C standardization process for multimodal interaction and voice browser development.

IBM Segment
- Data Management

Business Function
- Mobile Force Automation

Target Industry
- Retail

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