



CASE STUDY

Empowering the Mobile Enterprise

DefinedLogic transforms a wireless platform and Pocket PC into a reliable mobile solution with distinctly measurable ROI.

The Client

Horizon National Contract Services, LLC is the leading provider of contract cleaning services to the nation's retail, healthcare, and financial industries. With a consistent focus on service quality, Horizon National provides innovative multi-state and multi-site facility cleaning solutions throughout the United States, using a highly trained network of local field managers and the most advanced information technology. The company's mission is to deliver innovative solutions that enable clients to ensure the highest standards of safety and appearance. The company is based in Red Bank, NJ.

The Business Challenge

Managing over 5800 locations and thousands of affiliated service providers is no easy task. With 70 area managers in the field performing monthly quality control reports for each of those clients, rapid consolidation of data is vital to the Horizon National business model. Having used traditional methods in the past, such as phone calls and faxes, Horizon found it generally took far too long to complete, thereby hampering their team's ability to follow up. Lag time of up to 45 days was not uncommon.

"We had to fully integrate our two core management teams—our area managers in the field who were gathering data on individual customer locations and our corporate account managers in the home office," explains Kristen Bunnell, Executive Director, Horizon National Contract Services. "We explored several ways to develop a management tool that would help us run in a more streamlined and efficient manner, which ultimately led us to mobility."

The goal for DefinedLogic – provide Horizon's area managers with the ability to remotely capture report data and quickly integrate it into their enterprise system. The solution would also need to eliminate unnecessary involvement of additional personnel in the process.

DefinedLogic's Solution

DefinedLogic worked with Horizon to assess their business processes from an information technology perspective and created a strategy for reaching their goals. The lead architect and developers had to address several hurdles with the project as well as fulfill numerous requirements in a short timeframe.

Created in just six weeks, the new Mobile Quality Control application allows Horizon National area managers to document and transmit customer service information from the field using a hand-held computer.

Each Horizon area manager uses a Dell Axim Pocket PC, on which the Horizon Mobile Quality Control application operates. All business logic is retained on the device itself, thereby allowing managers to enter reports without requiring a constant link to the central database. At the end of each day, managers download new reports to Horizon's home office as well as upload any new customer data.

Horizon employees at corporate headquarters no longer enter faxed or mailed information. Reports are generated by the people closest to the clients – the area managers – and then directly downloaded to the central system at Horizon headquarters.

Their team is now able to provide accurate status updates to customers on the cleanliness, overall presentation, and appeal of facility locations nationwide. In addition, the application allows Horizon area managers to search historical quality control reports by location and date while in the field.



"We currently perform about 5,000 quality control phone calls a month... With more timely access to the findings from on-site visits using Mobile Quality Control, we are eliminating at least half of those."

- Kristin Bunnell, Executive Director, Horizon National

Project Background

Through the new Mobile Quality Control application, information is quickly and easily captured by the device, which is cradled at the end of the day and synchronized with the central Horizon enterprise system through a standard Internet connection or flash modem. The application syncs only user-specific data, minimizing the amount of data that needs to be maintained on the device.

All quality control ratings and communications from the field are available to nationwide facility clients 24/7. Customers are therefore able to better support their own internal teams and improve internal processes.

"Our investment in information technology is focused on one thing above anything else – empowering our customers," stated Ms. Bunnell.

"If we can provide service information to our clients and account managers on a more timely basis, we can address service exceptions before they become an issue."

The application also provides inventory and validation for Horizon's equipment in the field. The Mobile Quality Control application allows field managers to retrieve a listing of Horizon assets reported to be at a client's location. The manager can then verify its existence, rate its condition, as well as request replacements when necessary.

Return on Investment

Horizon expects a return on their initial investment within one year.

Staff members' increased productivity frees them to focus on adding value for their national clients. Improved internal communications allows Horizon to eliminate redundant, paper-based processes. With the mobile application in place, response time and proactive account management has improved both in the field and home office.

In addition, Horizon's corporate management team is better armed to monitor the performance of its field managers, service partners and employee cleaners. Through daily performance ratings, Horizon can more efficiently allocate support resources as well as create trend analyses for short-term and long-term improvements.

About DefinedLogic

DefinedLogic, LLC, is a professional services consultancy that delivers practical technology solutions based on each client's unique business requirements. The company's continued success is attributed to a consistent methodology and an experienced team of business and technology professionals who understand the need for efficient, comprehensive solutions to today's business issues.

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