

COMPANY ON THE MOVE:

MWA INTELLIGENCE

There are all sorts of ways to leverage technology. Your goal is to be able to choose the most appropriate technological tools for your business. MWA Intelligence's (MWAI's) quest is to make sure the suite of MWAI offerings provides everything your business needs now and in the future.

MWAI is a company on the move. The company deals directly with all of the technological needs of a modern office equipment reseller's business. Its mission is to be the leader in M2M (machine-to-machine) business.

MWAI offers leading-edge technologies, world-class customer service, and many years of expertise in the office equipment and utilities vertical markets. It delivers comprehensive solutions to companies in need of remote asset management and improved service standards. MWAI has developed a platform-independent approach to asset, service, and mobile workforce management, an approach that's flexible and scalable to accommodate each company's unique requirements and grow as your business model evolves. Its solutions drive greater customer satisfaction, take the cost out of business, and add profit to the bottom line.

"MWAI's goal is to provide the tools that field employees need to perform at their utmost while delivering world-class customer service," says Michael Stramaglio, president and CEO of MWAI. "Mobile applications utilizing bar-code scanning and electronic signature capture are great examples of how companies can leverage technologies to increase the effectiveness of their in-house daily operations



and focus on what is the most important—the customer."

And, MWAI's offerings can save companies money spent on costly labor hours. M2M enables technological devices to accomplish tasks that employees would normally handle. Why pay for employees to do simple, yet labor-intensive work that can be accomplished through technology supplied and supported by MWAI?

"MWAI technology allows users to maintain realtime, uninterrupted communications among its employees and systems," notes Stramaglio. "The end result is a field service technician with the knowledge and situational awareness to be effective in first-time call resolution, creating profitability and happier customers. Productivity is up, which translates into our ability to do more for our customers."



MWAI is able to streamline customer interfacing activities, to include receiving automated as well as customer-placed service calls, resolutions leveraging its Intelligent Device

Management™ solution, generating work orders, dispatching, scheduling, inventory status, parts ordering, meter readings, consumables management, and closing work orders.

A common problem experienced by field techs and outside sales reps is loss of contact when employees are out of their wireless company's coverage area. One of the key features of the MWAI mobile applications, whether staff is using Blackberry, Pocket PC, or PDA, is its use of DOC (device out of coverage) applications, which allows workers to enter information regardless of whether they're in or out of their coverage

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area. When the device is back in the coverage area, it automatically synchronizes with its servers and back-end ERP system.

The recent acquisition of Imaging Portals Inc. (IPI) advances MWAI's leadership position in providing Intelligent Service and Assets solutions. This technology offers such features as automated meter collection, automated service call creation, and device status monitoring. IPI provides wireless, network, and software solutions that collect realtime, business-critical data, including M2M-acquired cost-per-copy information, enabling accurate, realtime, and automated customer billing.

With IPI, MWAI delivers a full end-to-end enterprise asset management solution that's able to support any make or model of imaging device and extract invaluable information from all connected and unconnected devices at customer sites. The solution integrates with OMD, Digital Gateway's e-automate, Oracle, and other custom ERP/CRM systems. MWAI's solutions are able to extract meter data, consumable levels, and maintenance codes as well as create service calls in the i-Service module, conduct remote software upgrades, track asset location, manage prints and copies, and more.

Wireless, compact, and easy-to-use bar code scanners are more frequently being used by office equipment field service employees. They're helping to increase productivity, resulting in expedited customer service, more informed decision making, and improved customer satisfaction. A large number of MWAI customers are using bar-code scanning functions for increased speed, data accuracy, and integrity in logging vital service ticket data.

The need to automate manual business processes, provide realtime access to mission-critical data, and measure performance on a regular basis is critical to a successful service organization. Wireless data-capture solutions for mobile applications and their respective interfaces offer the flexibility to partner with solution providers like MWAI to respond to customer needs.

Users of BEI Services will be interested to know that MWAI recently entered into an exclusive agreement with BEI to create a new standard in the management of field service operations. The companies are co-developing enhanced functionality in their current combined offering. This will enable MWAI customers to have the ability to obtain a new depth of mission-critical data and realtime metrics to improve operational efficiencies.

"This agreement represents yet another step in MWAI's mission to acquire and partner with industry-leading technology providers that complete an already robust service automation offering," notes Stramaglio. "By acquiring exclusive access to

BEI Services data for mobile applications, we are positioned to continue to enhance the importance of our services to dealers in the office equipment sector through value-added features and functions."

BEI Services will now have access to MWAI's engineering and design resources as well as a widespread customer base. Its offerings currently deliver a knowledge base of industry service data that improves technicians' daily decision making through the use of realtime information available through MWAI's Intelligent Service module. Service managers are able to identify the key strengths and weaknesses of individual technician activity. This empirical data enables the service manager to maximize the service department's effectiveness and profitability.

Current data includes machine and parts information, usage statistics, under-performing and best-performing models, technician performance per equipment model, and consumables used per model. Subsequent data mining and reporting capabilities result in better-informed business decisions that heighten service operations' profitability. The success of the combined solution set rests on its ability to improve the quality and expediency of day-to-day service-related activities through proactive decision making and greater situational awareness.

MWAI's corporate objective is to aggressively pursue solutions that support and improve the efficiency of service personnel and surrounding assets, delivering these solutions with world-class customer service. The company's aim is to develop solutions that revolutionize the market.

The next step is up to you. MWAI is able to access, monitor, and provide all the information your company needs to be able to upgrade the profit potential of your equipment, inventory, and personnel. MWAI can customize a monitoring program that meets the needs of your company. Call or e-mail a MWAI specialist to review your remote asset management solutions requirements. Stop by the MWAI booth (# 223) at the ITEX show in Las Vegas, March 20-23. See for yourself the difference a customized MWAI mobile monitoring system can make in the performance and profitability of your company. ♦ by Ronelle Ingram

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**-Michael Stramaglio,
President and CEO of MWAI.**