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Advanced Field Solutions

Developing Software for SME / SOHO

Our Experience Selling with O2 and Vodafone

Field Service Community



Time marches on...

- 2001 Coding began following sale of Icommunicate to Microsoft
- 2002 Microsoft awarded AFS a global strategic partnership on MSCRM
- 2003 Won O2 Partner of the Year
- 2004 Won ICT Excellence award for most innovative mobile technology
- 2005/2006/2007 started shifting focus on UK and SA markets

180,000
Largest Single
Repository



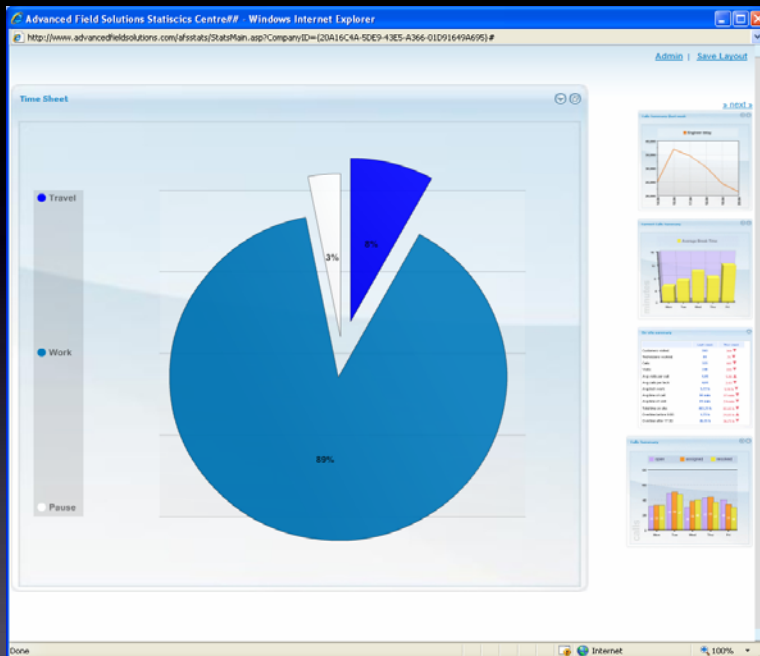
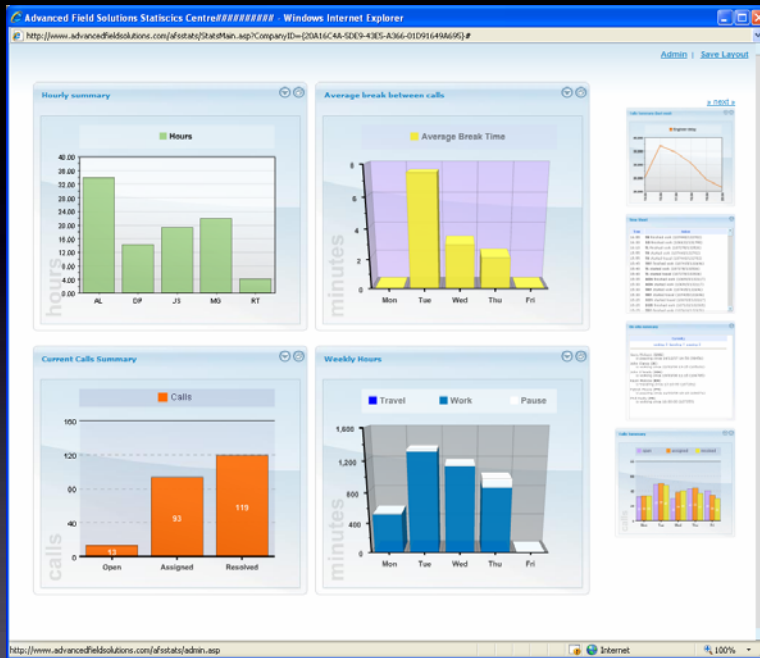
Developing Software

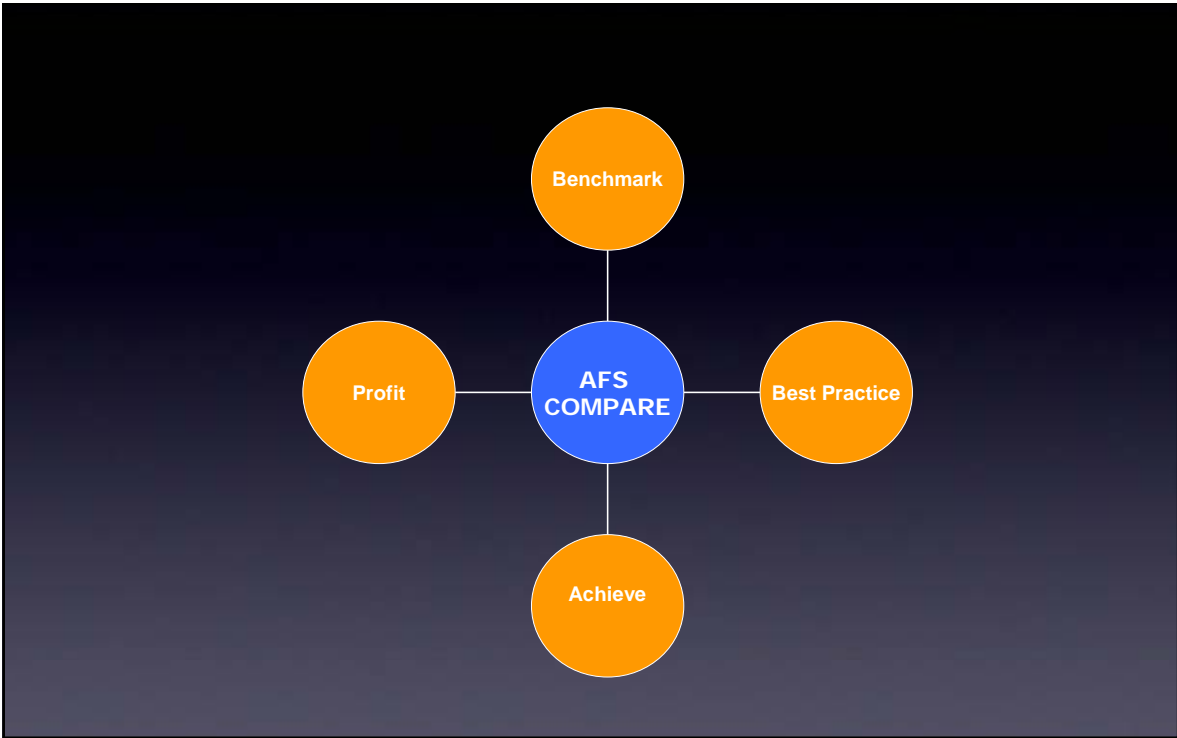
Our Process

- Our biggest initial lesson: Don't follow the cash!!
- Web based, centralised structure
- Modular Structure
- Clear and Easy User Interface - set standards early
- Focus on verticals, tailor for them once, set the standards, own them
- - Connect with some evangelical early adopters and leverage
- - Read Geoffrey Moore's "Crossing the Chasm"

AFS Analyse

AFS Compare



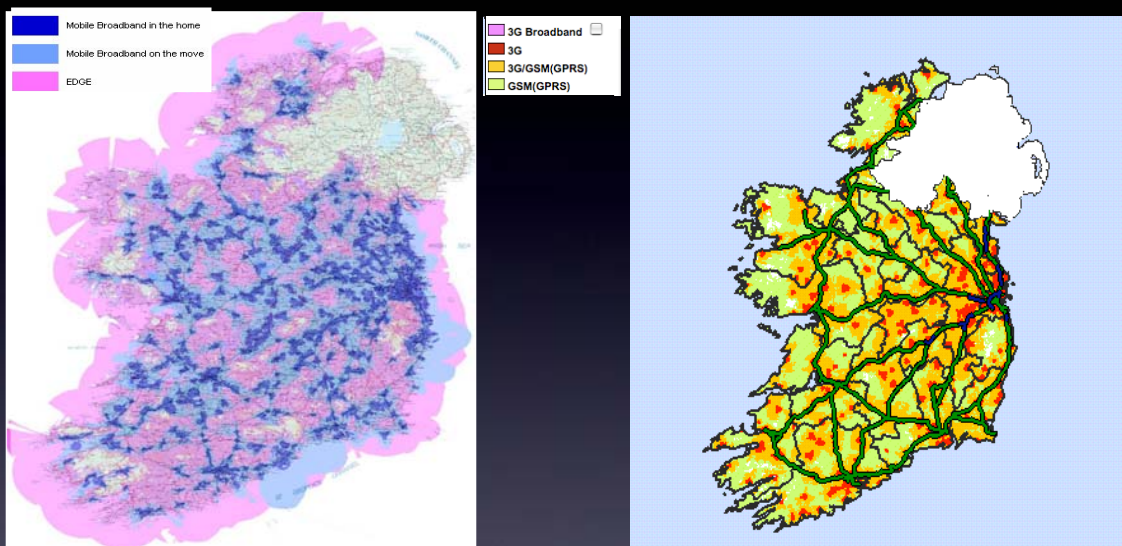


Dealing with the Operators



Dealing with the Operators

- Reality Check - ARPU
- Education of Bams and Tams
- Reward Structure is typically around Voice Connections
- Don't underestimate the value of Validation by association
- Account Stickiness is the main benefit for Operator



Field Service Community

- Annual Award Ceremony - 30,000 companies invited to nominate
- 6 Monthly brain storming session - steering committee formed
- Open to AFS users and non users - facilitated at the request of existing customers
- AFS introduces speakers and hot subjects including dealing with the 14%
- Please nominate at www.irishfieldserviceawards.com

The Awards

- Best Health & Safety Implementation - O2 Ireland
- Green Service Initiative of the Year - BT Ireland
- Largest Measured Productivity Improvement - Nextira One
- Most Innovative use of Mobile Technology - One
- Service Leader of the Year - Medray

The Speakers

- Joe Hanley, Empower Solutions, Managing Change, Managing Resistance
- Niall Gorman, O2 Ireland Data Partner Manager
- Gerry Doorley, Vodafone Data Partner Manager
- Aidan O'Reilly, Medray Imaging Systems
- Greg Connolly, Advanced Field Solutions, AFS Compare, AFS Analyse

www.myfreegps.com

Thank You !