# ServicePower targets field management excellence

## SERVICEPOWER TECHNOLOGIES (SVR:AIM)

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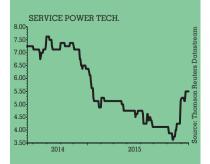+ 44 (0)161 476 2277

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## VITAL STATS

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|---|---|
| **SECTOR:** | SOFTWARE & COMPUTER SERVICES |
| **SUB SECTOR:** | SOFTWARE |
| **SHARE PRICE:** | 5.5P |
| **MARKET CAP:** | £12.52 MILLION |
| **PROSPECTIVE PE DEC 15:** | N/A |
| **PROSPECTIVE PE DEC 16:** | 61.1 |
| **1-MONTH PRICE CHANGE:** | +48.6% |
| **12-MONTH PRICE CHANGE:** | -23.6% |
| **DIVIDEND YIELD 2015:** | 0% |
| **BID/OFFER SPREAD:** | 8.7% |

SERVICE POWER TECH.

Source: Thomson Reuters Datastream

Field service management refers to companies where employees install, service or repair systems and equipment, such as water companies, telecoms providers, the Oil & Gas industry, security systems, retailers and cable television. So the playing field is huge with millions of workers operating in the field.

The opportunity for these organisations is to improve the services they provide at a lower cost with field service management technology. This is particularly important as these sectors can be hard fought and rely on competitive service level agreements (SLAs) to win and retain customers.

With this need in mind, ServicePower's mission is to provide field service organisations with innovative, effective mobile workforce management products and services to help lower costs while providing the best customer service possible and influence the changing technological landscape.

After several years of shifting the company's strategy to position it for global growth, ServicePower has started to reap the rewards with a strong start to 2015. The new strategic direction has included:

### TECHNOLOGY LEADERSHIP
We've focused on creating a highly compelling product offering founded upon new, innovative features that take advantage of the latest digital technologies such as the Internet of Things, enterprise mobility, optimised scheduling, cloud, social collaboration and analytics.

The ServicePower difference is that it combines all these technologies in a single integrated field service management platform. This means customers and prospects can turn to a single vendor to take advantage of the latest technologies and improve their competitive advantage.

### MARKETING INVESTMENT
In addition to its investment in technology, ServicePower has built a marketing engine to spread awareness, interest and desire among potential customers across all major continents. This includes the deployment of the latest digital marketing concepts to build an ever-increasing sales-pipeline.

### EXPANDING PARTNER ECO-SYSTEM
We've established new global partnerships which extend functionality and vertical reach as well as strengthen our foothold outside Europe, the Middle East and Africa (EMEA) and the US. This and other measures mean that we can provide products and services for global organisations promising greater recurring revenue.

### INNOVATION IS DRIVING SALES EXECUTION
The explosion of new, connected technologies impacts every business sector and is driving change as well as new business opportunities at ServicePower.

As a cloud and SaaS pioneer, ServicePower has focused on emerging technologies which transform workforce management and improve customer satisfaction,

which is widely recognised as the driving metric used to measure overall success.

We have incorporated social, mobile, cloud, self-service analytics, Internet of Things, machine-to-machine (M2M) and collaborative wearables into our connected, workforce management software to drive efficiencies and productivity. These help to reduce costs, increase first time fix rates and improve customer satisfaction with the first results being seen in 2015.

### M2M CONNECTED SERVICES
The Internet of Things and Machine-to-Machine data are revolutionising field service across verticals, including utilities, manufacturing, transportation, retail and facilities management. Smart, connected machines can feed sensor data to our scheduling software where it can be used to automatically initiate maintenance or repairs before total failure, changing the service model from reactive to proactive. ServicePower, however, uses analytics to model the data and predict future failures, subsequently implementing maintenance schedules to reduce service costs and downtime, improving overall customer satisfaction.

Our newest partnership with Concirrus, named as a top 10 platform as a service (PAAS) UK company by Cloudscape, and as a Cool Vendor in the Internet of Things 2015 by Gartner, adds cloud-based IoT services to our scheduling software. This creates new opportunities in the insurance sector as well as across other industries with high levels of early IoT adopters.

### OPTIMISATION ON DEMAND
Optimisation on Demand, our newest product, opens up new channels for our flagship technology by offering schedule optimisation as a service. For field service organisations which want the productivity and cost savings of an optimised route, but don't necessarily require the power of intraday optimisation which is a hallmark of our technology, Optimisation on Demand enables them to book jobs for customers, pass appointments to ServicePower to optimise, creating the best and least costly schedule available.

### ENTERPRISE MOBILITY
Enterprise mobility improves customer satisfaction by facilitating fully mobilised field-based processes, supporting the 'one and done' mantra by which field service organisations live. High first time fix rates improve customer service and decrease costs.

ServiceMobility, our cutting edge HTML5 hybrid cross-platform mobile application, supports any connected device or operating system. It has been designed to support end-to-end field mobilisation, including time cards, work order management, tasks, photos, asset diagrams, inventory, signature capture and customer surveys, GPS and navigation. This year we enhanced the application with additional payment and pricing features, including tax calculations, part deposit collections, discounting, and flexible payment acceptance, customer estimates with complete details and explanation of services and costs, hybrid offline-online product catalogues, and most importantly, new configurable, rule-based forms.

### ANALYTICS
ServiceStats provides field organisations with robust, cloud-based, in-memory business intelligence, including static, canned reports as well as enabling 'self-service' reports, which managers can easily configure.

ServicePower is using the power of cloud-based analytics to transform operations, predicting failures and future demand so that organisations can create maintenance schedules and service offerings that improve service levels and delight customers, while also identifying and managing demand fluctuation through intelligently mixing third party contracted labour when required.

### SHAREHOLDER VALUE
ServicePower had a strong start to 2015. We've focused on creating new, innovative product features that take advantage of the newest technologies available. We've established new partnerships which extend functionality and vertical reach as well as strengthen our foothold outside EMEA and the US.

Gross profits are up for the half year, our client base is growing, including some of the best known brands, as are analyst accolades, all proof that investing in innovation will create shareholder value this year and beyond.