

# Mi-Co Customer's Journey

## Target Customer:

Medium to Large Company

- 500+ employees
- \$50M+ in revenue
- 20+ mobile employees
  - field
  - institution
- Microsoft.net shop
- Needs offline, disconnected data capture solution
- Understands importance of mobile data capture

## Purchasing Triggers

- Desire to gain a competitive advantage
- Inefficient employees – time to completion, repetition
- New awareness that solutions to status quo exist
- Compliance requirements
- Old solutions are not working
- More data accuracy is needed
- More or timely information needed
- Seeking cost savings
- Reporting needs

## Primary Influencers and Decision Makers:

Field Operations Manager → Director of Field Maintenance → Director of Operations → VP of Operations → COO

