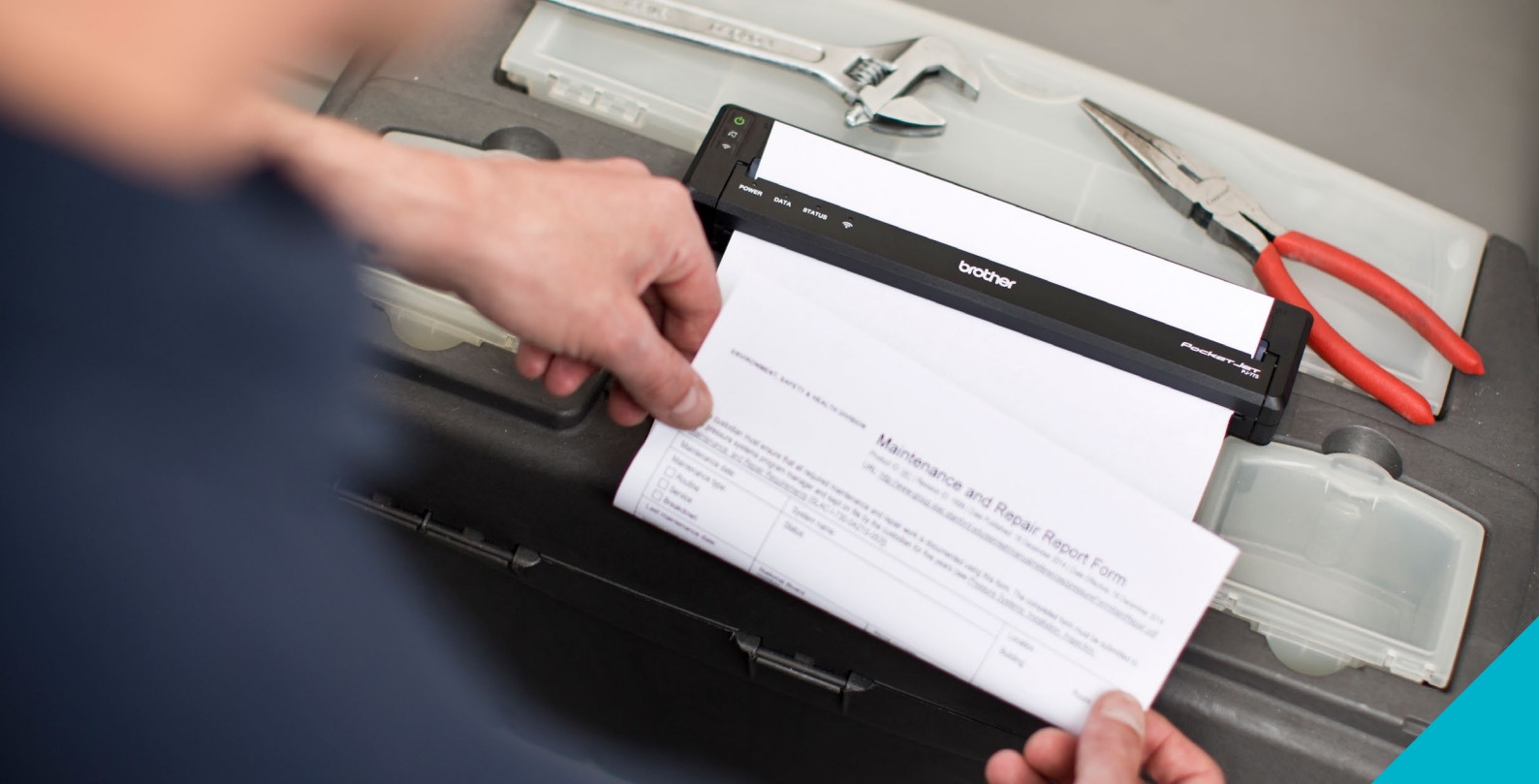


How Mobile Printers Support Modern-Day Businesses





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INTRODUCTION:

It's a mobile, mobile, mobile world

Every business is a mobile business. Whether team members are in the field or in the office, serving customers requires 'anywhere, anytime' access to information and business systems.

As workflows increasingly move online, organisations are seeing the importance of integrating the digital workspace with physical devices and documentation, as most have realised that this is the most feasible solution for a workforce with field agents and mobile or remote workers.

For businesses, physical documentation and labels play a critical role in workflows and processes, whether it's for meeting legal requirements for documents to be signed and witnessed or ensuring the origin and status of medical samples.

This means procuring mobile devices and designing systems that are easy to use, easy to access and secure, for both staff and customers.

This ebook outlines some of the workflows and instances where physical–digital linkages are critical. And it shows how mobile printing solutions can provide significant benefits for businesses that make smart deployments. From pest control to shipping food and from home care to selling beer, if mobile teams can generate, revise and print documents on the fly, they'll be able to provide better service and even gain competitive advantages over teams that can't.



Mobile documents

It's still the case that many businesses and processes require physical, printed invoices and delivery dockets. Organisations with these capabilities continue to offer consistent services to their customers. Examples include linking physical and digital records to prove deliveries have been made or food safety standards met.

In other cases, the ability to also amend sales documentation in the field is crucial to staying in business. Sales might be impacted if new documentation can't be produced on the spot, and processes like returns and accounting for stock losses and damaged goods can be made simple and immediate.

Simply put, organisations that can't provide mobile print tools for contracts, quotes, invoices, delivery receipts and other documentation risk losing out on business. This is especially the case for professional services businesses, where physical signatures are required on certain documents.



Mobile documents

Case study

Supply chain documentation (food industry)

As consumers become more aware of issues around food provenance and safety, it's vital for food businesses to have secure supply chains.

Locally, recent events like the listeria-contaminated rockmelons that caused seven deaths have made consumers hyper-aware of the need for secure food supplies.

One way shipping businesses can provide such assurances is by following the example of carriers who have built sensors into their refrigerated trucks. Every 30 minutes these sensors record the temperature. This information is then printed out and handed over with the delivery docket so the receiver can be confident the food has been stored and transported in accordance with all relevant regulations and requirements (e.g. in the case of listeria, being stored at 5°C or lower).



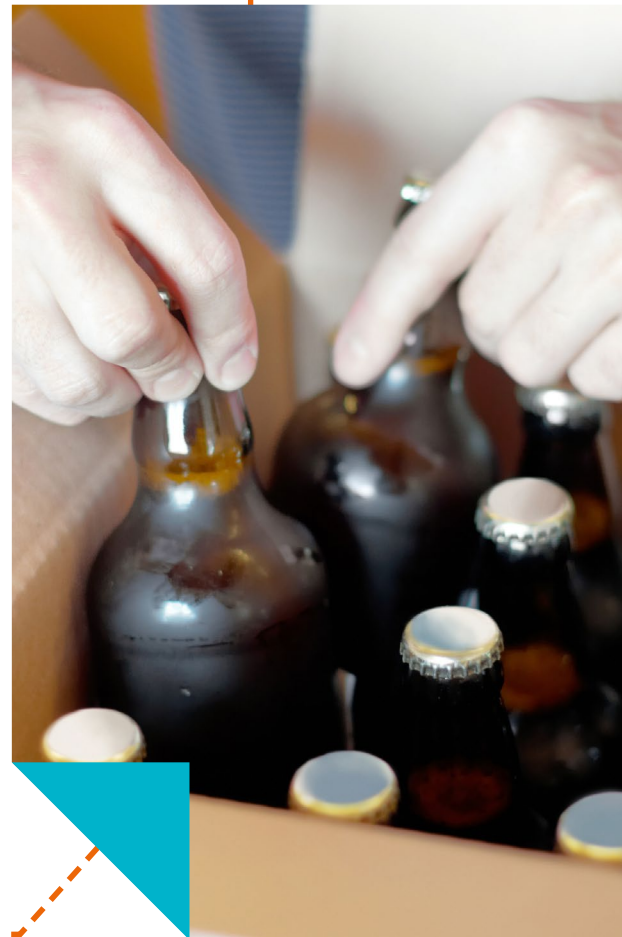
Mobile documents

Case study

Invoices on demand (distribution and logistics)

Glazer's Beer and Beverages (GBB) is a wholesale malt-beverage distribution firm based in Texas, USA. Since adopting a fully mobile delivery management system, based on Apple iPhones and Brother RJ mobile printers, GBB has saved each driver 30–60 minutes every day.

It's also been able to explore new ways to deliver beer, for example by implementing 'mobile warehouses' for sporting events and festivals. Customer service has improved thanks to the ability to amend invoices on-site (rather than annotating pre-printed invoices, sending them back to the office and waiting for a new invoice to be issued). Drivers can also print off sheets listing universal product codes (UPCs) for all items physically delivered, improving stock control and saving their customers' time.



Sales and Contracts

Organisations that can optimise their workflows and provide mobile print tools for contracts, quotes, invoices, delivery receipts and other documentation will **put themselves in a stronger competitive position**. This is especially the case for professional service organisations where printed and signed documents are still required.

Any business workflow can be improved by optimisation for a mobile workforce – bearing in mind that ‘mobile’ may mean workers on-site or in the field, or office workers using mobile tools like laptops, tablets, smartphones, cloud services and printers. By streamlining processes and digitising key processes and workflows, productivity can be increased, along with worker and customer satisfaction.

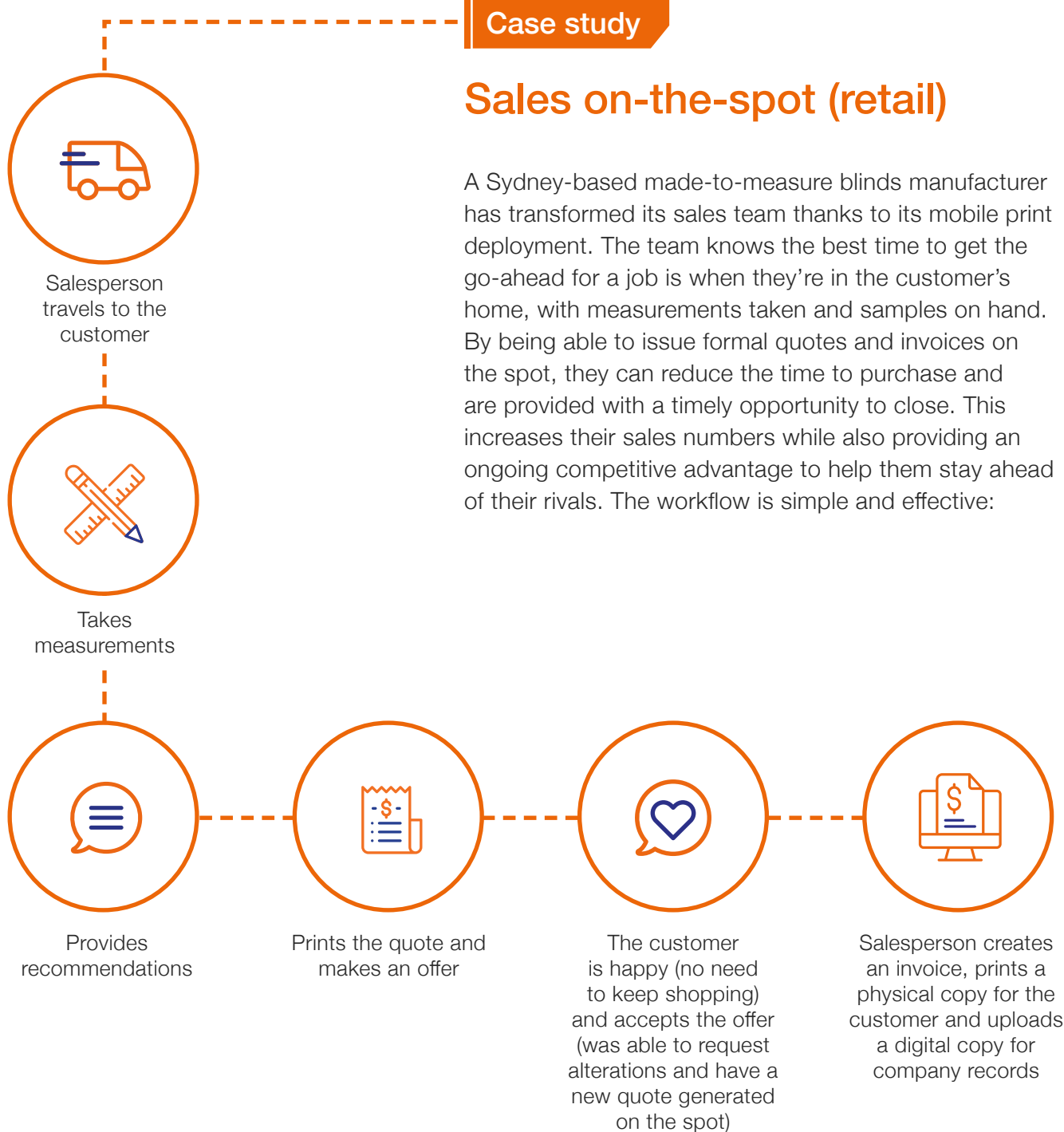


Sales and Contracts

Case study

Sales on-the-spot (retail)

A Sydney-based made-to-measure blinds manufacturer has transformed its sales team thanks to its mobile print deployment. The team knows the best time to get the go-ahead for a job is when they're in the customer's home, with measurements taken and samples on hand. By being able to issue formal quotes and invoices on the spot, they can reduce the time to purchase and are provided with a timely opportunity to close. This increases their sales numbers while also providing an ongoing competitive advantage to help them stay ahead of their rivals. The workflow is simple and effective:



Sales and Contracts

Case study

Workflow optimisation (pest control)

Pest control workers are unsung heroes, performing vital work that improves public health and helps prevent disease. By reducing the number of manual transactions with mobile tools, which required field agents to travel into the office frequently, they're able to fit another one or two jobs into every working day by adopting a workflow like this:



Jobs uploaded to cloud storage (e.g. Dropbox)



Field worker logs in and downloads job sheet



Worker prints off job details and invoices as needed throughout the day



Note:

When jobs are complete, the documents can be scanned back up to cloud storage

Asset management and tracking

Portable labelling solutions can provide the necessary link between physical assets and digital records.

This includes labelling (with or without barcodes) delivery items, IT assets and equipment. By tracking assets, organisations can make informed decisions on asset placement and allocation that are aligned with ever-changing workflows and processes, as well as with service logs and operational requirements.

Case study

Equipment safety audit (healthcare)

Hospitals in Australia must regularly inspect much of their infrastructures, such as cables, gas fittings and mobile equipment. A hospital in Western Australia has embraced portable labelling to streamline its quarterly audits and link its physical infrastructure to digital records.

By printing tags with barcodes, each item can be linked to a data file containing all relevant information – past inspections, maintenance records and more. Using a simple app, staff can access this data on the spot, update entries and view other information as needed.



Home-based services

Health and welfare services are rapidly moving towards home-based models. With more than 170 Health Care Homes across Australia and service providers embracing the model, its advantages are clear:

- Patients benefit from a team led by their usual carer
- Shared care plans give the patient more say in their treatment
- Care is better coordinated between different providers

As with any service involving multiple teams, information sharing is crucial. Given that different organisations will inevitably have different systems, paper documentation is the best way to ensure all parties – including the patient – can access the information they need.

Case study

Home-based care (healthcare)

There are three key reasons why mobile printers are a critical element in providing high-quality home care:



Meaningful communication:

Having critical information (medication lists, caregiver instructions and more) physically at hand is the best way to ensure the quality of care



Better patient safety:

Clear guidance and instructions are vital for carers, family members and patients alike



Improved patient experience:

Patients benefit from clear communication and being able to understand the details of their course of treatment

Unlocking mobility's benefits

By providing effective mobile print solutions that are robust, easy to use and cost effective, businesses can not only improve their efficiency and compliance but also unlock new business opportunities and gain a competitive advantage over their rivals.

Brother is a global leader in mobility printing. If your business requires mobile or portable printing, please contact our consultants for a free demonstration and see how our solutions can integrate into your infrastructure, from rugged handheld devices to vehicle mounted systems.



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