

Government Workforce Automation in a Municipal Wireless World

A Vendor's Guide to Success

[Sample/Excerpts Only – Not Full Report]

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There's a sizeable marketing opportunity opening up for technology vendors, VARS and systems integrators that want to open new markets, or expand market share within local and state governments. Over \$3 billion will be spent developing municipal wireless networks over the next four years. Do you want a piece of that pie?



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1. Introduction

There's a sizeable marketing opportunity opening up for technology vendors, VARS and systems integrators that want to open new markets, or expand market share within local and state governments. Over \$3 billion will be spent developing municipal wireless networks over the next four years. Do you want a piece of that pie?

This report reveals how mobile and wireless application vendors, hardware manufacturers, VARS and system integrators can capitalize on the sales opportunities muni network initiatives offer. To the burning question "what do we do with the network after it's built?" the answer lies in reducing paper, eliminating wasteful processes, improving interdepartmental operations and enhancing asset management. Muni wireless not only unlocks government sales, it can also lead to increased sales to small and medium businesses.

This document gives you a thumb-nail view of municipal wireless, an in-depth look at what needs you may be able to meet and pointers on how to get in the door with local government. The primary focus is on mobile government workforce automation, but you also get a sense of what other computing needs you may be able to address.

2. What is Municipal Wireless and Why Should you Care?

[For previous section, obtain full report]

A \$2 Million Tip

"With WiFi we can save as much as \$2 million annually starting in the third year. We have more than 2,000 mobile employees. Right now we pay for cell phones for a number of field workers to access data, such as those in public safety, building inspectors, health inspectors and social workers. This is \$70 per employee per month. Because of the costs we have limited the number of people who have access. We also have some 300 remote facilities – fire, police and social service offices. We can drop 50% – 60% from what we pay today for T1 lines for these facilities with the new network."

[For more information, obtain full report]

3. Who is Spending What and Why?

[For previous section, obtain full report]

It's interesting to note that government's adoption WiFi for indoor use greatly outpaces other entities: 45% for data applications (the average for SMEs is 29%) and 31% for voice apps (18% average for SMEs). When it comes to mobile applications, governments are ahead of the curve with almost 30% adoption while the average of all SMEs is 22%.

[For more information, obtain full report]

4. Understand the ROI of Municipal Wireless for Local Governments

It's important to understand the ROI of muni wireless for local governments so you can define your potential role in this market and the benefits you may derive. This ROI can be measured in financial and political terms.

There are three main areas where these networks can benefit ilocal governments: 1) helping governments run more efficiently, 2) increasing digital inclusion for underserved constituents, and 3) spurring economic development. There is a fourth area and this gets most of the headlines.....

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5. Economic Development & ROI for Local Businesses Linked

Several trends are working against U.S. municipalities. The national economy has already moved away from manufacturing and "blue collar" industries to "white collar" knowledge and service industries. But even certain white collar jobs such as programming, telemarketing and customer service are sent offshore. The U.S. economy is increasingly becoming wrapped into the global economy. Communication, particularly over the Internet, is critical to businesses' ability to.....

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Scottsburg, IN (population 6,000), in spite of their requests, couldn't get the incumbent service operator to bring in highspeed Internet connectivity. Local businesses subsequently considered leaving or expanding elsewhere, including a local car dealership that represented 72 jobs and a sizeable contribution to the tax base. Scottsburg built their own broadband wireless solution that the electric utility manages and sells to local businesses. With the new infrastructure, employees have held onto their jobs, businesses are expanding into e-commerce and the town has maintained its tax base.

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Meeting the Need Raises All Boats

During the summer of 2006 I surveyed 176 U.S. businesses, mostly SMEs, via e-mail that directed these owners and executives to a Web survey site³. I asked them what applications they would be motivated to run over a municipal network if the cost was reasonable (about \$20/user per month) and a minimum of 1 megabit per second.

Presented with seven categories of mobile workforce applications, survey respondents showed the greatest interest in wireless access to e-mail (37% highly interested, 26% somewhat interested), voice over IP – Internet phone calls (33% highly interested, 23% somewhat interested) and wireless access to software running on office LANs (35% highly interested, 18% somewhat interested).

6. Breakdown of Mobile Workforce Application Needs by Functionality

To help you define the market opportunity for your products or services, in this section I define government workforce applications by two categories of functionality: 1) paper and paperwork reduction, and 2) improving interdepartmental or interagency operations. These are common threads that cut across department boundaries, and they represent major pain points for workers and managers alike that governments are eager to remove

The next section presents observations on mobile workforce application needs broken down by departments. It puts the functionality I describe into specific context and gives you an overview of the workings of government so you can better shape your marketing messages.

[For more information, obtain full report]

7. Breakdown of Mobile Workforce Apps by Government Departments

This section highlights some of the quantifiable or intangible ROI benefits of applications for the main departments you typically find in municipal organizations. Government CIOs and officials who have deployed, or are planning, municipal networks offer their perspectives. Following each I summarize what some of the more popular applications are expected based on dozens of interviews with CIOs and others driving these projects.

Inspections

Leonard Scott (Corpus Christi, TX): For building inspections, contractors bring their paperwork to City Hall, we assign inspectors to go to the sites, they bring back inspection results for their boss to approve and then go back out to the site. There's at least a week's delay between visits. Taking a week out of the building inspection process saves contractors huge amounts of money, and the City expects to save about \$85,000 per year

Laptops and tablet PCs are popular hardware choices. Forms processing is THE big driver for software applications. There's a lot of interest in photo and live video transmission from inspection sites. In the next year I expect video conferencing and collaboration software to become popular for linking other departments, and also the organizations being inspected, into live discussions hosted at inspection sites.

[For more information, obtain full report]

8. Recommendations to Unlocking the Doors to Local government

As you have read, municipal wireless networks are all the rage across the U.S. and indeed, around the globe. Major dollars are being invested in these networks because of the potential benefits they offer governments, local businesses and constituents. However, the real ROI benefits come not from network access alone, but from the applications that run on these networks.

Vendors and service providers have a great opportunity to play a major role in that ROI equation. Research has revealed the breadth of municipalities' interest in moving forward, and is starting to uncover the specific areas of interest in mobile

applications. Now is the time for individual suppliers to dig in and make plans for capitalizing on these opportunities.

A number of vendors, particularly smaller ones, view working with government organizations as a mighty struggle. But rarely is market share that's worth having going to come without serious sweat equity. This section gives you some pointers on how to get a leg up on your marketing efforts in the muni wireless space.

A. Get in Early

"Just as with any enterprise play, it's all about getting in pre-RFP," remarks Angela Singhal, Director Municipal Wireless Solutions for Nortel. "Even for us, a lot of municipalities are existing customers, but we want to get in early for new projects." She's found that the primary ways governments learn about products is through Web searches, peer conferencing and trade shows.

Be sure you create an effective presence for yourself in these communication channels. It's not about whether you buy sponsorships, but how well you leverage connections. Local governments also rely heavily on

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