

# Capital Mergers & Acquisitions, LLC (CMA Group)

## The Evolution of Multi-Functional Mobile Devices Makes Software as a Service Mobile Applications More Important for Field Service Management Vendors to Implement

### Summary

The recent releases of Apple's devices (iPad and iPhone 4) and the anticipated releases of other similar devices (see table below) indicate that mobile devices will continue to adopt more highly-complex functions, both inherently through installed features and through the vast mobile application market. We at Capital Mergers foresee Field Service Management (FSM) vendors taking advantage of the increased functionality of these devices by providing Software as a Service (SaaS) solutions through mobile applications (apps). In doing so, FSM vendors strategically position themselves in the mobile business application market, provide their clients with the standard benefits of SaaS (reduced capital investments in technology and mitigated software risk), and additionally provide clients with a product that 1) expands the scope of mobile workers' capabilities through their mobile device, 2) increases operating efficiency, and 3) can be scaled rapidly to a growing mobile workforce. According to Gartner, mobile workforce members that have access to a formal FSM enterprise solution through a mobile device will increase from 12% in 2009 to 40% in 2012.

Company	Device	Expected Release
Dell	Streak	Q3 2010
HP	Slate	Late Q2 / Early Q3 2010
ICD	Vega	Q4 2010
Microsoft	Windows Phone 7	Q4 2010
Notion Ink	Adam	Q3 2010

### Key Points

- Utilization of Field Service Management solutions is projected to expand.** Currently a \$350 million dollar market, field services management is projected to grow at 25% CAGR, exceeding \$500 million by 2012, of which an estimated 18% of the addressable market has been reached by field service applications, according to Gartner Research.
- Field Service Management solutions are projected to be readily accessible to 40% of mobile workforce members through their mobile devices by 2012. We believe these solutions will be accessed with smart phones or tablet PCs through a rapidly growing mobile application market.** Mobile application downloads are projected to increase from 7 billion in 2009 to 50 billion by 2012 at a compound average growth rate (CAGR) of 92%.
- Mobile applications include features that expand the scope of workers' abilities, increase operating efficiency, and reduce capital investment.** Business-related mobile applications already in the mobile app market provide solutions for Human Capital Management, Customer Relationship Management, GPS solutions, among others. According to IDC, CRM mobile applications reduced travel costs by increasing first-time problem resolution for field service personnel by 10%.

Sector: Field  
Services  
Management

- **Improvements in mobile networks, applications, and devices will lead to a state of cloud-ubiquity.** When bandwidth constraints are effectively eliminated, seamless transfers of multi-tasking rich media become possible, thus allowing integration of anything-as-a-service on a mobile platform.
- While still a highly fragmented market companies well positioned in the marketplace include: ClickSoftware, Oracle, InstallerNet, SAP, ServicePower, Dexterra, Telcordia, Syclo, ServiceMax, Metrix, Mincom, and Servigistics.

### **About CMA Group**

CMA Group is an investment banking firm with a principal focus on mergers, acquisitions and private equity. Through the combination of our partners and management team we have access to over \$1 billion in equity funding which when combined with leverage gives us a significant amount of funding with which to complete transactions in a timely fashion. More information on CMA Group can be obtained at [www.capitalmergers.com](http://www.capitalmergers.com).

### **About Antenna Software**

Antenna Software is the largest privately-held mobile enterprise solutions provider in North America. Antenna operates in over 37 countries integrating over 40 enterprise software packages for more than 110 clients. Antenna manages over 12,000,000 mobile transactions for more than 110,000 users, monthly. More information on Antenna Software can be obtained at [www.antennasoftware.com](http://www.antennasoftware.com).

### **About ClickSoftware**

ClickSoftware is a publicly-held (NASDAQ: CKSW), web-based business optimization software-solution provider. The company offers software that enables businesses to schedule, monitor, and manage their service operations, thereby increasing workforce productivity, improving service quality, and reducing costs. ClickSoftware's Service Optimization software suite includes applications for workload forecasting, workforce planning, service scheduling, problem resolution, business analytics, and wireless workforce management. The company also offers services such as consulting, implementation, and customer support. More information on ClickSoftware can be obtained at [www.clicksoftware.com](http://www.clicksoftware.com).

### **About InstallerNet**

InstallerNet is a privately-held, end-to-end e-procurement technical and installation services platform that integrates its patent-pending InstallCards for various installation services with its installation process technology platform which manages the installation process from sale, to schedule, to customer feedback survey. InstallCards, leveraging InstallerNet's network of 10,000 installation professionals, enables consumer electronics (CE) manufacturers in a variety of CE verticals to offer a turnkey platform for installation service to online and brick-and-mortar retailers. The company also provides its turnkey installation e-procurement platform as well as project management services to a wide variety of vehicle fleets, ranging from public safety to Construction vehicles. Select customers include Trimble Navigation, First Student, RadioShack, Crutchfield, Target, Office Depot, among others. More information on InstallerNet can be obtained at [www.installernet.com](http://www.installernet.com).

### **About Metrix**

Metrix is a privately-held, industry-leading provider of service management and mobile field service solutions primarily focused on the medical devices, high-tech manufacturing, third party service, capital equipment, and printing systems spaces. More information on Metrix can be obtained at [www.metrix.com](http://www.metrix.com).

### **About Mincom**

Mincom is a privately-held, end-to-end enterprise asset management solution provider. Mincom solutions optimize the performance of assets, integrate business processes, and deliver insight into global business operations. More information on Mincom can be obtained at [www.mincom.com](http://www.mincom.com).

## **About NetSuite**

NetSuite is a publicly-held (NYSE: N), leading vendor of cloud computing business management software suites. NetSuite's core competencies are enterprise resource planning (ERP), accounting, customer relationship management (CRM), and Ecommerce. More information on NetSuite can be obtained at [www.netsuite.com](http://www.netsuite.com).

## **Oracle**

Oracle is an internationally leading publicly-held (NASDAQ: ORCL) enterprise software provider that offers a range of solutions for managing business data, supporting business operations, and facilitating collaboration and application development. Oracle also offers business applications for data warehousing, customer relationship management, and supply chain management. Oracle has two products listed in Gartner's Magic Quadrant: Oracle's Siebel Field Service and Oracle's E-Business Suite. More information on Oracle can be obtained at [www.oracle.com](http://www.oracle.com).

## **SAP**

SAP is a publicly-held (NYSE: SAP), enterprise software and services provider that focuses on managing accounting, distribution, human resources, and manufacturing functions. SAP offers industry-specific applications for markets ranging from aerospace and defense to wholesale distribution. Today, customers in more than 120 countries run SAP applications from distinct solutions addressing the needs of small businesses and midsize companies to suite offerings for global organizations. More information on SAP can be obtained at [www.sap.com](http://www.sap.com).

## **About Servigistics**

Servigistics is a privately-held, service solutions and business intelligence platform that guides clients through Service Lifecycle Management. The company largely focuses on the technology and manufacturing industries, providing service management products and services, including web-based software that helps companies optimize parts inventory levels for their customer service operations, price parts, and manage field organizations. More information on Servigistics can be obtained at [www.servigistics.com](http://www.servigistics.com).

## **About ServicePower**

ServicePower is a publicly-held (AIM: SVR), global technology company that makes scheduling software for companies with a large field-service workforce. The software includes functions for online appointment booking, job scheduling and rescheduling, problem reporting, and dispatching. The company also offers implementation, support, and maintenance services through an extensive network of service providers. Customers include Avaya, British Sky Broadcasting, General Electric, Siemens, and Worcester Heat. Established in 2000, ServicePower has operations in Australia, the UK, and the US. More information on ServicePower can be obtained at [www.servicepower.com](http://www.servicepower.com).

## **About Syclo**

Syclo is a privately-held, end-to-end mobile workforce management solution provider. Syclo delivers mobile software technology that enables end-users to experience significant gains in productivity and overall operational efficiency. More information on Syclo can be obtained at [www.syclo.com](http://www.syclo.com).

## **About TOA Technologies**

TOA Technologies is a privately-held, mobile workforce management software provider that has been labeled as a "visionary" in this space by Gartner Research. TOA provides a robust web-based platform that enables companies to optimize service and goods delivery, while immediately reducing costs. More information on TOA Technologies can be obtained at [www.toatech.com](http://www.toatech.com).