Working with public-sector organizations

“Field Buzz” field management software

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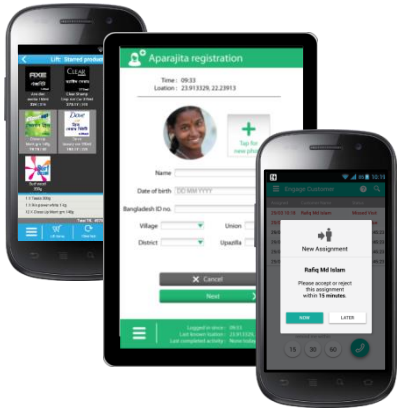
field buzz

Manage field operations using mobile internet

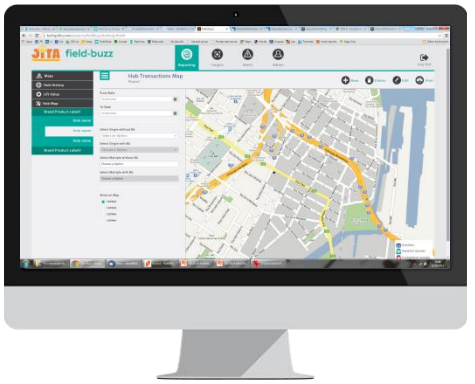


field buzz

How does Field Buzz work?



Smart sync



Android smartphone apps for field users

- Register customers
- Customer visit scheduling
- Enforce specific workflows
- Data-validation mechanisms
- Deadlines, reminders, alerts
- Time & activity tracking

"Mission Control" web-based management

- Location tracking & route mapping
- Tables and graphs
- KPIs & targets
- Email alerts & reports
- Admin & helpdesk
- Unique logins with roles

Project archetypes: contrasting four examples

Greenfield (new)

Change management (pre-existing)

Public sector

Corporate or NGO

SSK Shasthyo Suroksha Karmasuchi

Pilot health insurance scheme

RealVU as real as it gets

On-site installation & repairs service

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Dhaka WASA

Metering and revenue collection in slums

JiTA A CARE Social Business

Rural sales and territory management

Technology without people ≠ success

- Start by understanding current system and processes: if there are dysfunctions, why?
- Adapt to the realities and limitations of users and their environment
- Make it intuitive and user-friendly: testing, piloting, user feedback
- Sensitive roll-out, appropriate training
- Making users want to cooperate: incentives
- Top-level support and engagement, enforcement of use, processes and policies







Challenges for an enterprise software startup

Money

- Time-lags vs. cash-flow
  - Client-fishing is slow and painful
  - "Cost of proposal" (time & effort) for public procurement is too high
- Unsustainable pricing pressure
  - vs. slash-and-burn upstarts
  - vs. "free & open-source" movement & commoditization

Track record

- Initial traction is difficult:
  - Case studies & demos?
  - Qualification requirements (e.g. two years of accounts)
- New clients: contacts, referrals, events: how to get invited onto the "circuit"? (Thank-you GSMA!)
- "Will you still be here in 3 years' time?"

Focus

- Developing expertise & specific product vs. accepting random projects
- Customization & customer service vs. replicability/ scalability/platform
- Consulting/training/ implementation vs. software engineering