



# CognitoMobile

## Mobile workforce application tools for NAV users

Successful Mobile Workforce Management comes from the careful selection and deployment of hardware and software technologies that are tailored to the unique requirements of a mobile field workforce and correctly integrated with a business's back-end systems.

With 20 years' experience and over 150 Mobile Workforce Management solutions deployed, Metaphorix mobile applications partner, Cognito, has a complete product portfolio to meet any need.



### Overview

A fundamental element in great customer service is to be able to see instantly the exact status of any customer commitment.

This can only be achieved through the use of real-time data.

We don't just mean the location, but the complete status. You need a solution that tells you where your people are and how they are progressing with a job.

Real-time data doesn't just apply to people, but also to physical assets such as the parts and the equipment necessary to deliver service resolution – information that may only become available once the engineer is on site.

Cognito applications deliver this to your desktop, wherever you may be working.

### Secure & managed data transport

Resilient, secure and totally audited communications are key to any company that moves mission-critical data outside its firewalls.

Public concern over the protection of personal information, as well as the commercially sensitive nature of much

customer information underlines the need for a robust approach to data protection.

Cognito applications give you the most secure links possible.

### Integration with Dynamics NAV

Your Dynamics NAV back office system manages many of your business-critical processes.

When considering the implementation of a mobile workforce solution, integration with the Dynamics NAV database and processing is crucial to protect your existing investment.

Cognito is fully integrated with Microsoft Dynamics NAV.

Using the latest component-based programming techniques, Cognito Mobile Workforce Management solutions improve the efficiency of your NAV solution.

The benefits Cognito brings to any NAV implementation can be significant.

The main benefits offered include reducing costs by eliminating labour-intensive processes and creating new value opportunities from real-time capture of field-based customer data.

### Key Functions

The main areas of functionality offered by a Cognito solution include the following.

#### Managed Workflow

Understanding the work practices of the mobile workers in your particular organisation is an important part of the Cognito solution.

Cognito maps the delivered solution to your processes and to the needs of the business to create a strong mobile workflow that genuinely assists both users and the company to add value to customer situations.

Cognito's workflow applications significantly speed up the development and deployment of a Mobile Workforce Management solution.

The demands of increased competition, and the need for ever higher levels of customer service, place unique demands on a company's field workforce.

The efficient management of this key element in a company's business can be the difference between success, in the form of profitable business retention, and failure.

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*“Cognito demonstrated a high level of understanding of the complexities involved in providing a resilient Mobile Workforce Management solution. It was clear that they had knowledge, experience and the technology that matched what we were looking for.”*

Mike Tomlinson,  
Project Manager, PME

## Tracking

Knowing the location and travel situation of your people and assets is a key part of building a comprehensive Mobile Workforce Management solution.

GPS tracking and RFID technologies allow you to hold a complete picture of your business. This is the raw data that feeds different business logic and helps to build your overall service offering.

## Scheduling

With accurate knowledge of your assets, commitments and status, you are then in a position to calculate the most cost-effective way to get the work done and to schedule it.

In the past, much of this scheduling was performed by staff in the office, using experience and skill to create work rotas that were then communicated to field staff.

Increasingly this job is being given over to software systems running on today's powerful personal computers. Running sophisticated programs developed using the latest statistical techniques, it has become possible to schedule more work for existing field staff using fewer back office staff.

This has the effect of raising productivity whilst at the same time lowering costs.

## Reporting

Reporting, both internally and externally on your Mobile Workforce Management performance, allows you to communicate effectively with staff and customers on your service delivery, adding to your company's reputation for service excellence and generating timely invoicing.

By using real-time tracking and location information you can also demonstrate compliance with legislation relating to the safety and working practices of your staff.

## Working with Cognito

If you are considering installing a mobile workforce solution, then Cognito has a way of working with you that delivers the exact solution you need for your particular style of operation.

The approach to defining your solution has five steps.

### Consultation

The Cognito Knowledge Centre works closely with your senior management to understand the key drivers for your business.

Your line of business managers get to define how they see the system operating to match those top-level objectives.

### Design

Cognito's Knowledge Centre team will work to identify the 'best fit' solution for your business, building on proven, referencable successes with existing customers and partners.

Their expert advice allows you to select the appropriate products and services to link your back office and field business processes in a seamless, real-time solution.

### Deploy

The success of any project will depend on the stages from proof of concept to user acceptance.

Cognito's experience in over 150 successful deployments of Mobile Workforce Management solutions allow us to take new customers painlessly to full deployment, all with the minimum of fuss, on time and to specification.

### Manage

Cognito's active management goes far beyond simply supplying consultancy, applications, software and connectivity.

They take full responsibility for support, logistics and service continuity for your business.

### Evolve

Businesses do not stand still – they continually evolve.

Cognito is committed to staying close to its customers, to understanding their strategic direction and to bring forward the right technology for your evolving business needs.

The result – a solution that will grow with your business.

## Why Cognito?

Cognito has 20 years' experience in providing solutions in this area and has been involved in the installation of over 150 Mobile Workforce Management solutions.

Cognito has first-hand knowledge of the many elements that need to come together to create sustainable competitive advantage.

Based on tackling the problems encountered in installing so many solutions, with different approaches raising different issues, Cognito is in a unique position to advise you on the best way to achieve the result you seek.

Cognito is one of the few companies with a sufficient level of experience to tie together the key components of tracking real-time data and scheduling and to deliver them to companies as a powerful mixture of consultancy, design, delivery and support.

Working alongside your business, Cognito, together with Metaphorix, can build a comprehensive Mobile Workforce Management solution that fits your needs and delivers a real competitive edge.

For more information about our products and services, please call: **01675 432400**, email us at: [sales@metaphorix.co.uk](mailto:sales@metaphorix.co.uk) or visit our website: [www.metaphorix.co.uk](http://www.metaphorix.co.uk)

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