

# Case study: EmiTel

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## Introducing Field Mobility and Reducing Operational Costs

EmiTel is the leading broadcasting infrastructure operator in Poland, providing radio and TV services. Its broadcasting services are under very strict service level agreements (SLAs), including response time and maintenance.

GE's mobile workforce management solution – FFA, was selected to help EmiTel improve productivity and reduce operational costs. Since the full-scale launch of FFA in August 2012, EmiTel has reduced its number of field technicians by more than 40% and the number of dispatchers by 45%.





# Challenge

Tasks for EmiTel can range from service delivery to maintenance (long-term planning) and from access to infrastructure for clients (short-term planning) to support tickets (ad hoc tasks). Tasks are scheduled based on SLAs, skills, geographical location of technicians, availability of technicians, availability of tools, and assessment by dispatchers.

In 2011, tasks were divided geographically within 21 technical groups that included 20 dispatchers and more than 500 field technicians. At that time, all tasks were scheduled and dispatched manually via a legacy workforce management system. Tasks pickup and status reports were handled via PCs and phone calls which caused delays in receipt of this information. Scheduling did not include vehicle tracking and payroll was handled manually.

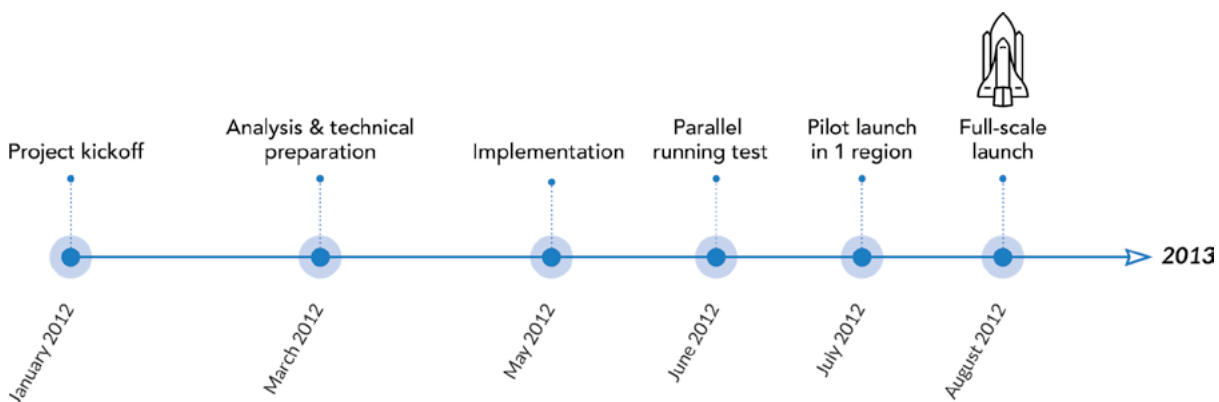
# Solution

In selecting a new mobile workforce management system, EmiTel conducted a proof-of-concept with Globema. Globema presented a return-on-investment model, based on EmiTel's data and working environment. The proof-of-concept verified the FFA's capabilities with real, historical data and evaluated the potential increase in efficiency. Globema implemented the FFA in EmiTel within only 7 months in 2012.

*“We wanted a solution with a proven track record. The implementation has enabled EmiTel to achieve the expected benefits, including improving productivity and reducing operational costs in our mobile workforce operations.”*

**Przemysław Kurczewski,**  
CEO of EmiTel

# Process



**The solution customization and deployment, conducted by Globema, included:**

- Calendar validation against labor law and overtime accounting
- Advanced integration with map server
- Integration with CRM, network inventory, support ticketing, and vehicle tracking
- Preparation of complex reports in data warehouse, including design of data warehouse structure, ETL (extract, transform, load) process, and reports.

# Results

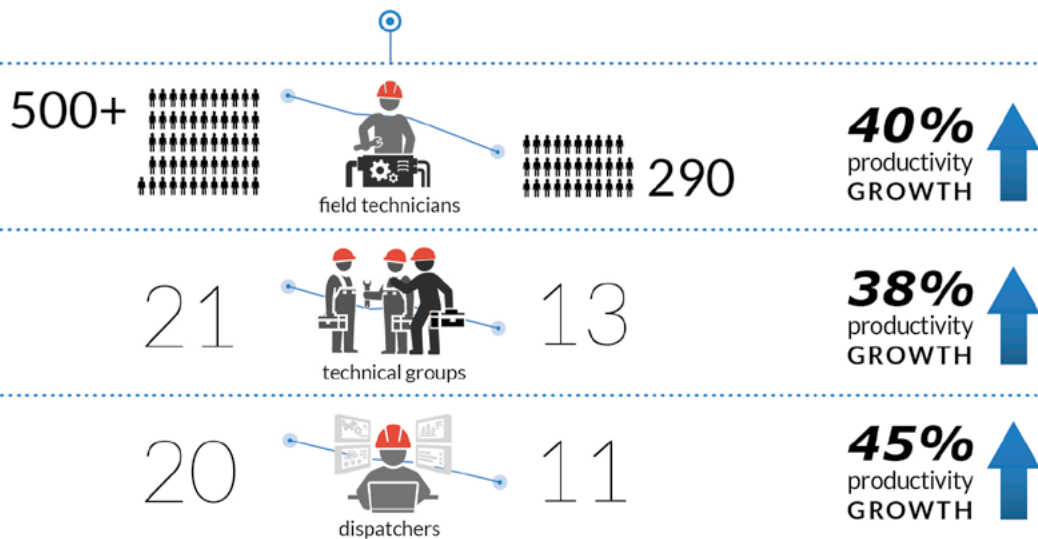
## FFA helps EmiTel by:

- Automating scheduling and dispatching tasks
- Providing up-to-date information on task pickup and status reporting via mobile devices
- Optimizing travel by utilizing vehicle tracking data
- Using data from FFA for payroll calculation in EmiTel's ERP system

By integrating FFA with EmiTel's ERP system, all information regarding work time, overtime and hours worked on investment projects are fed into the ERP system.

## 2011 vs 2013

### STATISTICS



Manual tasks scheduling and dispatching		Automated tasks scheduling and dispatching	
Delayed data collection via PCs and phone calls		Online and accurate data with mobile devices	
Manual selection of the technician/team		Automated technician/team selection, based on skills, tools, position, availability	
Manual data transfer between mobile workforce management system and payroll		Automated data transfer between mobile workforce management system and ERP	



# Lessons Learned

**The new mobile workforce management system changes the way work is organized, accounted and rewarded for more than 50% of EmiTel's employees.**

With employees located across the country, training and education is key. The solution introduced mobile devices and a mobile application which meant EmiTel needed to manage requirements and consider future integrations.

The implementation may appear to be the finish line, but it is just the start to optimization and tuning. Key performance indicators (KPIs) should be documented and reported at the start of the project.

## About EmiTel

EmiTel is the leading terrestrial radio and TV broadcast infrastructure operator in Poland. EmiTel is the country leader in radio/TV emission and development of services based on the state-of-the-art wireless systems. EmiTel also offers tower hosting services for mobile operators and is dynamically getting into Ethernet and IP-based services.

More information on [www.emitel.pl](http://www.emitel.pl)

## About Globema

Globema provides integrated geospatial solutions for utilities and communications that support various business processes, including network inventory, planning and design of network upgrades, operations support, outage handling and mobile staff management. Globema acts as VAR and business partner of several software vendors, including GE Energy and Google.

More information on [www.globema.com](http://www.globema.com)

