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PLAYBOOK: MOBILE WORKFORCE

Discover How to Successfully Position & Sell Apple Solutions





Apple in the Mobile Workforce

TRUCKING



The trucking industry—which includes long-distance and local trucking—is vital to the U.S. economy, with the majority of all freight tonnage moved on trucks. Moving such large amounts of freight requires millions of truck drivers, so it's critical to empower transportation providers with the right tools to take advantage of real-time data and streamlined logistics.

Market Challenges

- **Staffing** – High demand coupled with short supply makes it difficult to attract and retain the best driving talent.
- **Safety** – Trucking companies must ensure the safety of both equipment and drivers, paying special attention to issues such as vehicle maintenance and fatigue.
- **Extensive Government Regulations** – Trucking companies must comply with several federal regulations, so the ability to streamline and simplify compliance is key.










Key Decision Makers

- Operations Managers
- Fleet Managers
- Compliance Managers



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KEY SOLUTIONS: BEFORE & AFTER IOS

Use Cases	Before iOS	After iOS	Example Apps
Commercial Navigation and Route Optimization	<ul style="list-style-type: none">Dispatchers use antiquated processes with too short of lead times to communicate route changes, traffic issues to drivers.Dispatchers lack the ability to proactively plan routes and timing to help accommodate their customer schedules.	<ul style="list-style-type: none">Efficient driving routes that reduce miles traveled are quickly calculated and dispersed via push notification at a moment's notice.Route territories are automatically created with predefined criteria to maximize resources.Schedules and stops can be tailored based on customer considerations and constraints.	 Verizon Connect  Co-Pilot
Safety and Compliance	<ul style="list-style-type: none">Equipment downtime and vehicle and driver safety is a big concern due to lack of service information.Companies use paper-based, disparate reporting processes that make complying with regulations time consuming and complicated.	<ul style="list-style-type: none">Inspections managed by iOS solutions can trigger notifications directly to maintenance shops so vehicles can be proactively serviced to reduce equipment downtime.Comprehensive compliance solutions that combine multiple reporting areas into one help automate and simplify reporting for drivers.	 Keep Truckin  BigRoad  Verizon Connect  GeoTab Drive
Dispatch and Ticketing	<ul style="list-style-type: none">Small fleets/independent operators lack visibility into freight operations and must often work through freight brokerage firms to find additional load opportunities.Broker fees decrease revenues.	<ul style="list-style-type: none">Visibility into load boards lets shippers/carriers find one another and enter into agreements to move more freight.Additional load pickup maximizes vehicle capacity and increases dollars earned/mile.The brokerage firm "middle man" is removed	 Convoy  TMW D2Link
Driver Experience	<ul style="list-style-type: none">Frequent stops at weight stations and checkpoints are time consuming & costly. Hours of service spent here can hinder ability to get home.Downtime on the road can be lonely and create feelings of isolation, disconnect with family, friends, and world events.	<ul style="list-style-type: none">Carriers can bypass scales and checkpoints right from any iOS device to save time, money, and decrease fuel consumption.Apps allow face-to-face interaction with family & friends and access to multiple sources of news and entertainment.	 Drivewyze  Facetime  Netflix  Apple Music



Apple in the Mobile Workforce

PUBLIC SAFETY AND MOBILE INSPECTORS



Due to the growing need for improved efficiencies and reduced costs, there's a high demand for mobile solutions within state and local governments, especially for public safety and inspection personnel. The lack of compliance in federally-mandated program reporting results in a loss of millions of program dollars – and much of that is caused by inaccurate data collection and unsophisticated tools. The need for reduced paperwork, faster processing and secure data is becoming more and more apparent.

Market Challenges

- **Data Security** – Keeping critical data secure and cyber threats at bay, while also ensuring infrastructure and service processes are in place to prevent privacy violations within related government sectors.
- **Compliance and Regulations** – Aligning with federally-funded program reporting and compliance needs, especially in response to the array of new regulations including those from the FBI, IRS, HIPAA and more.
- **Budgetary Constraints** – Funding services and resources in an environment that's often financially constrained, while also maintaining all required governmental needs.
- **Training** – Providing continual ways to build new skills for government employees to ensure cross-training capabilities, regulatory updates and technical compliance.















Key Decision Makers

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|----------------------------------|--------------------------------------|----------------------------|
| • Chief of Police/Police Captain | • Fire Chief, Lieutenant and Captain | • Finance |
| • Neighborhood Patrol | • Investigations and Intelligence | • Transportation |
| • Deputy Police Commissioner | • Public Works | • Permitting and Licensing |
| • Criminal Investigation | • Planning and Zoning | |



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PUBLIC SAFETY AND MOBILE INSPECTORS

Use Cases	Before iOS	After iOS	Example Apps
Mobile Computing Terminal Replacement	<ul style="list-style-type: none">Officers Depend on PCs for communication and other tasks on-scene, which is inconvenient and dependent on limited battery life.	<ul style="list-style-type: none">Public safety professionals use iOS devices to interact in real time with their CAD system without being impeded by bulky laptops, networking problems or battery issues.	<div></div> <div>Tiburon SAM Intergraph Mobile Responder</div> <div></div> <div>iRa C3 Command Center LexisNexis Accurint Mobile</div>
Fire and Emergency Response	<ul style="list-style-type: none">Information is dispatched via disparate analog methods, and is often delayed, not reliable, and lacking in detail	<ul style="list-style-type: none">Digital messaging systems deliver warnings, retrieve weather conditions, pinpoint hazardous areas, and provide critical information instantly to first responders.	<div></div> <div>Active911 First Responder Support Tools</div> <div></div> <div>HAZMAT Evac Tablet Command</div>
Information Access and Digital Forms	<ul style="list-style-type: none">After doing fieldwork, public safety personnel must return to their desks to manually look up information, check case files, and complete paper reports.	<ul style="list-style-type: none">Using iPad in the field, workers gain immediate access to back-end systems for access to real-time information. iOS apps provide tools for digitally completing forms, compiling reports, and issuing citations.	<div></div> <div>Thin Blue Line MobiTask</div> <div></div> <div>ProntoForms Canvas</div>
Evidence Collection	<ul style="list-style-type: none">Officers manually capture evidence with individual cameras, stand-alone devices, and paper notes, then go back to the office to upload information.	<ul style="list-style-type: none">Field officers record statements and collect photographic evidence at crime scenes using just the iOS device, then automatically upload information to backend systems.	<div></div> <div>CrimePad Box</div>



Integrated Apple Solutions

LOGISTICS AND TRUCKING

Verizon Connect App

Fleetmatics, Telogis and Networkfleet are now Verizon Connect, which offers GPS fleet tracking, guides to increase fuel efficiency and automatic product updates for a total fleet management solution.

► [VIEW APP](#)

Truckstop Mobile App

Truckstop is an industry-leading, fast and effective way to find loads. Post trucks or choose from 500,000 loads posted daily.

► [VIEW APP](#)

KeepTruckin App

KeepTruckin is one of the highest-rated electronic logbook apps and ELD systems, used by more than 500,000 drivers and 40,000 companies. It lets users record their hours of service on their smartphone or tablet – for free. What's more, it's fully compliant with FMCSA and DOT regulations.

► [VIEW APP](#)

CUSTOMER PROFILES

Redlands Police Department – On Duty With iPhone and iPad

When police officers in Redlands, California, go on patrol, they're equipped with all the essential gear – including iPads and iPhones.

► [KEEP READING](#)

Pepsi – Deliver More With iPhone and iPad

Getting beverages into the hands of consumers requires a complex web of interlocking distribution systems and ever-shifting logistics. Using iPhone, iPad and custom in-house apps, PepsiCo's North America Beverages division eliminated bottlenecks and ensured the right products arrive in the right locations as quickly and efficiently as possible.

► [KEEP READING](#)

United Airlines – iPad Isn't Just for Passengers

Following extensive testing and FAA approval, iPad recently became standard equipment on the flight deck, providing pilots with one-touch access to charts, maps and other crucial navigation tools that help keep United Airlines flights on track and on time.

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Tech Data Resources

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[Tech-as-a-Service \(TaaS\) Website](#)

[Mobility Solutions Webpage](#)