



RSIC

Anything, Anywhere, Anytime

RSIC SurveyTM Business Case 1

Costs and benefits of implementing RSIC Survey in the field

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Summary

This document illustrates a real-life business case of implementing RSIC's RSIC Survey application (version 2.0) for BlackBerry® devices in an organization specialized in market research.

NOTE: For confidentiality purposes, the client organization name used in this document is fictional. This document uses the metric system.

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Reference

In Q4 2008, RSIC delivered 70 user licenses for the RSIC Survey product to be installed on BlackBerry devices used by for *Research & Analysis B.V.*, a company specialized in performing market and field research for their clients. The field research is performed in different physical locations, depending on the context of the particular project, but often including city centers, train stations, commercial, industrial, urban as well as rural areas.

Clients of the organization consist of government organizations, non-government organizations, political parties, municipalities and commercial organizations, all wanting to have some sort of market research done, most of the times involving field research.

Situation before implementation

The company is medium sized (about 100 FTE), with two offices in the Netherlands. Field research is usually performed by part-time employees, including many college students and other part-time workers. This group of mobile field personnel consists of around 70 FTE.

The main activities of the company consist of providing full service market or field research services. This process entails the preparation of research plans, execution of these plans, the processing of the gathered data and finally providing detailed reporting on the results. Main areas are:

- Political polls (both during as well as outside of election periods)
- Statistical research in mainly a public sector context, such as traffic and public transportation
- Research regarding specific products, services or any other subject matter

All research work was done using paper forms. The content of the paper forms ranged from questionnaires with mostly multiple choice questions, as well as forms optimized for counting objects and/or events, used mostly for statistical research.

Since the content of each project could differ a great deal, pre-printed paper forms were kept as generic as possible. The filled in paper forms were sent to the office for further processing, where administrative personnel would manually input the results on the paper forms into the relevant (statistical) software applications. This group consists of 5 FTE.

Other infrastructural facts:

- The organization has an MS Exchange based messaging infrastructure.
- The organization did not use any mobile devices for its field research activities

Requirements

In this context, management wanted to see whether a low-cost solution could be implemented, to assist their field research personnel in their work and to speed up the process of collecting, managing and processing gathered data. The following requirements were set, using MoSCoW prioritization:

#	Requirement	Priority
1	Easy to implement, without any requirement for extensive integration	M
2	Easy deployment	S
3	Easy management	S
4	Tighter integration options for the future, e.g. with database system for statistical analysis	C
5	Low onetime costs	M
6	Low periodical costs	M
7	Significant reduction in time spent on data gathering	M
8	Significant reduction in time spent on data processing	M
9	Possibility to GeoTag collected data, for determining the exact sampling location	C
10	Low cost, onetime personnel training costs	M
11	Valid alternative to current paper based working methods	M

MoSCoW priority definitions:

M = Must have
S = Should have
C = Can have
W = Won't have

Value proposition

The value proposition made by RSIC consisted of:

- Implementing 70 BlackBerry BlackBerry Internet Service (BIS) devices in the company
- Implementing RSIC Survey on the 50 devices
- Using the free Online Template Creation tool to send out templates to project team members
- Receiving collected data in .xls format for further processing in a project based e-mail account

This proposition satisfied the specified requirements in the following way:

#	Requirement	Priority	Fulfilled
1	Easy to implement, without any requirement for extensive integration	M	RSIC Survey only requires an activated BES or BIS device to function and does not require an existing server infrastructure.
2	Easy deployment	S	RSIC Survey can be installed using a simple Over-The-Air installation procedure. This procedure can be carried out by ICT management personnel before deployment and in a later stage, in case of a future upgrade to a new version of the application, also by end-users.
3	Easy management	S	RSIC Survey offers a number of tools for easy management, again without the necessity of an existing server infrastructure: <ul style="list-style-type: none"> a. The Online Template Creator (OTC): a web based tool for creating, managing and sending out the different digital forms used by field researchers. b. The Remote Configuration Interface (RCI): a web based tool for creating and managing configuration settings for each RSIC Survey user.
4	Tighter integration options for the future, e.g. with database system for statistical analysis	C	RSIC offers an effective and proven middleware application for inserting collected data into industry standard databases. Even though this option was not implemented in this case, the availability of this option was a plus in RSIC's proposition.
5	Low onetime costs	M	RSIC Survey offers very sharp pricing. Please see the 'Actual investments, costs & returns' section for more information.
6	Low periodical costs	M	By using BIS devices, the periodical costs were both low and fixed. Please see the 'Actual investments, costs & returns' section.
7	Significant reduction in time spent on data gathering	M	Compared to the current situation, a paperless way of working offered great advantages in time reduction. Please see the 'Actual costs & returns' section for more details.
8	Significant reduction in time spent on data processing	M	Compared to the current situation, a paperless way of working offered great advantages in time reduction. Please see the 'Actual costs & returns' section for more details.
9	Possibility to GeoTag collected data, for determining the exact sampling location	C	With a possibility to include one or more GPS fields in RSIC Survey templates, end users can always record their current position,

			allowing the data to be linked to that specific location and allowing for further statistical and possible correlation analysis.
10	Low cost, onetime personnel training costs	M	This requirement was met by offering a low-cost training plan with the specified implementation, covering all aspects of the operational situation, as part of the proposition. In addition, the simple structure of the RSIC Survey application (proven during a small scale test) and its gentle learning curve, makes it easy to give direct instructions to new organization members, without having to put them through external training.
11	Valid alternative to current paper based working methods	M	<p>RSIC Survey is intended as a flexible solution for generic data gathering. This allows organizations to create their own templates for many different purposes, offering many different field types, ranging from free-text fields to numeric, photograph, GPS and many other field types. For this particular organization this means the ability to create digital forms as full alternatives to their current paper forms.</p> <p>One particular field type is of particular good use to <i>Research & Analysis B.V.</i>, being the counting type field. By employing this field type in their templates, <i>Research & Analysis B.V.</i> has an easy way of performing the part of their research that involves the counting of objects and events.</p>

Implementation

After weighing the different options and a small scale test, the choice was made for RSIC's proposition and a full implementation was carried out. During the small scale test, which RSIC accommodated free of charge, the choice was made for the BlackBerry 9000 Bold as device to be used for the full implementation.

The full implementation consisted of:

- Ordering and delivery of 70 BlackBerry 9000 Bold devices.
- Processing the 70 BlackBerry devices by the ICT department into their configuration management system.
- Activation of the 70 devices, entailing the activation of the BIS e-mail addresses of the devices.
- Installation of RSIC Survey on the 70 devices.
- Deploying a RSIC Survey configuration to the 70 devices, using the Remote Configuration Interface.
- Distribution of 55 devices to assigned fixed users.
- Stationing of the remaining 15 devices at the two office locations, to be used on demand by other personnel members. This also entailed a scheme of keeping the batteries of these devices charged, done by local custodians of the devices as well as actively keeping records of devices that are handed in and out.
- Carrying out the training plan
- Performing a full end-to-end test, entailing the creation of a template, sending this to all 70 devices and receiving data coming from

The BlackBerry Internet Service was ideal for this situation, allowing for low and fixed monthly costs and no additional mobile charges, without the requirement for the creation of an internal mobile devices server infrastructure.

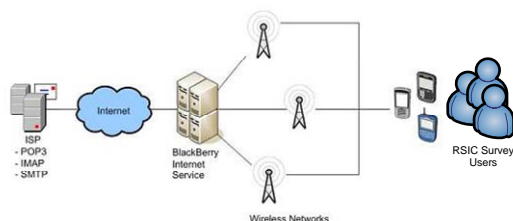


Figure 1 - Using RSIC Survey in a BIS infrastructure

Since there was no immediate intention of using the BlackBerry devices for any Personal Information Management or voice call functions, there was no need for BlackBerry Enterprise Service (BES) and no need for any voice plans.

Training

Training was an important part of this implementation, mainly because of the BlackBerry device being new for the organization. The training plan was designed with the intention of the organization being able to pass on operational knowledge and information to new organization members, without needing any additional external training.

Technical personnel training

In one training session of 4 hours, 4 FTE belonging to the internal ICT department were given an explanation on the workings of the entire system as well as instructions on how to operate the Remote Configuration Interface. Besides this, they were provided with the end-user manual and technical documentation for the client software as well as the manual for the Remote Configuration Interface.

Training or instructions on activation and management of the 70 BIS devices was not necessary, since this information was provided with the devices and the ICT department had an existing ITIL based configuration management system in place.

End-user training

All 70 end-users were given internal training and written instructions on usage of the device and the RSIC Survey software. This training cost 4 hours, with 10 persons per session, totaling to 7 sessions.

Data manager training

One training session of 4 hours was given to 5 persons that would be tasked in creating templates as well as managing and processing incoming data. These persons were also provided with the default user manual of the Online Creation Tool.

Situation after implementation

After a successful implementation, RSIC Survey was being used in the field for a 97% of the projects, in particular those dealing with short to medium sized questionnaires or forms. The remaining 3% of projects are custom projects requiring specific elaborate questionnaires or instruments for carrying out field research.



Figure 2 - Sample implemented counting template

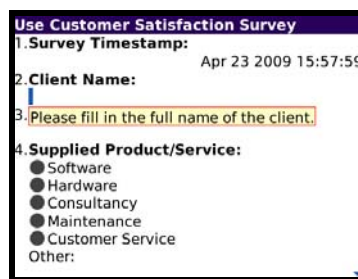


Figure 3 - Sample implemented survey template

End-user response was very positive, in particular regarding the savings on time, as well as the gentle learning curve of the software. This also proved very practical in instructing new organization members on operating the different elements of the system. Instructions by colleagues and the existing documentation prove to be enough to allow newcomers to work effectively and no more external training is required.

After reviewing the implementation with management, it was made clear that in a period of 1 to 3 years from now, this particular company would be interested in:

- Direct processing of RSIC Survey data into a centralized database. This would lead to further savings in time for the 5 FTE charged with processing the data and entail implementing RSIC's data processing middleware as well as some onsite configuration and custom development work.
- More elaborate management of default values in digital forms. In the current situation, end-users would have to enter certain information into fields manually, such as their employee number, phone number or other specific data. It would be interesting to pre-populate such fields automatically. RSIC is currently working on the implementation of such a feature in an upcoming version of RSIC Survey. Upgrading to this version would be free of charge for the organization.
- The possibility to deal with more elaborate questionnaires, that can include branching of questions as well as very long selection lists (100+ items). This is also a feature that is currently under development and will be made available for free to current RSIC Survey users.
- The possibility to use the BlackBerry devices for Personal Information Management, i.e. accessing, using and managing their personal email, calendar, tasks, notes and contacts as well as using the devices as mobile phones. This is of particular interest for the 50 FTE that have a fixed device and already have an account on the company's MS Exchange server. A future move to BES plans with additional voice plans seems like a logical step to accommodate this.

Actual costs & returns

No voice plan was included with the BlackBerry devices, since (for the time being) they would only be used for field research purposes. All mentioned amounts are excluding VAT.

Costs

Onetime costs

Technical personnel training 4 FTE	: € 1.000,-
End-user training 70 FTE	: € 3.500,-
Data manager training 5 FTE	: € 1.250,-
70 BlackBerry 9000 Bold devices at € 100,- per device with 2 year BIS plan	: € 7.000,-
70 user licenses of RSIC Survey at € 50,- per license	: € 3.500,-
Total onetime costs	: € 16.250,-
Total onetime costs per user (70 FTE)	: € 233,-

Periodic costs

70 BlackBerry Internet Service plans at € 20,- per plan, per month	: € 1.400,-	per month
Account for Remote Configuration Interface (1 to 100 users)	: € 50,-	per month
Optional end-user support at 15% of license costs per year (€ 525,-)	: € 44,-	per month
Total periodic costs	: € 1.494,-	per month
Total periodic costs per user (70 FTE)	: € 22,-	per month

Access to the Online Template Creator is provided free of charge.

Returns

For this calculation an all-in salary cost of € 20,- per person, per hour is used and a working day is considered 8 hours. Considering that not every hour saved would lead to an equal amount of extra productivity, only 50% of the costs coming from time saved is counted as actual savings.

Estimated savings on time

Data collection for 50 FTE, savings of 2 hours per day per FTE at 50%	: € 1.000,-	per day
Data processing for 5 FTE, savings of 4 hours per day per FTE at 50%	: € 200,-	per day
Total savings	: € 1.200,-	per day

Conclusion

Excluding :

- the returns coming from utilization of the extra capacity that is created by the savings on time,
- the time savings coming from the 15 BlackBerry devices held for on demand usage,
- the savings coming from savings on paper materials,
- the costs coming time spend by the ICT department on managing the 70 BlackBerry devices,

the onetime costs could be considered earned back in less than 14 working days and all periodic costs are well below the monthly savings. With this, the returns on this investment are evident.

Contact details

If you would like to have more information about the RSIC Survey solution, please contact one of our sales representatives or technical consultants. You can reach them through the following channels:

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