

White Paper:

# “Field of Green”

***A Green Guide to Streamlining  
Field Service Operations:  
Saving Money... and the Planet***



**FIELDONE**  
ENTERPRISE FIELD SERVICE

## **Executive Summary:**

*With three primary "Green" benefits to implementing cutting-edge field service technology solutions, every company — across any industry — can justify the effort based on the specific priorities that speak to it. In this analysis, we will review each of these benefits, outlining the range of advantages and concrete ROI.*

**W**hen considering an ecologically sound, technology-based approach to streamlining field service operations, the justification spans the gamut from self-serving to benevolent:

- The primary criteria — one which, more often than not, is all the logic needed to make the switch — is measurable **cash savings**. Reducing a long list of wasted materials means reducing the cost for purchase, storage and disposal.
- Second is the expectation and **preference among customers** (including the government) that suppliers commit to an Earth-friendly philosophy.
- Finally, the shift is often accelerated across a company simply due to the belief that it's **the right thing to do** — for the planet, for ourselves, and for future generations.



## Cash Savings

There are two clear cost-saving facets of "Going Green."

First is the complete replacement of **current** supplies and consumables with more planet-friendly versions. This involves little change in current business paradigms; it comes down to just a business and management-oriented analysis promoting the correct purchasing decision, moving towards similar or superior products, without added expense. New products may be manufactured from recycled materials, and if so, there is a double benefit: these materials can once again be recycled for future use. As well, they may be non-pollutant and either reusable or biodegradable.



The second approach is to simply use **less** of consumables a company is already purchasing and using on an ongoing basis - especially materials that cannot be recycled or reused. This method usually involves making changes in business activity, often leveraging technologies that eliminate traditional, manual processes. Of these, a typical field service solution yields immediate ROI primarily in the form of savings on two main



products: **fuel and paper**. (In addition, we must take into account all the supplementary products like motor oil, tires, printer toner and electricity that runs the printers and copy machines.)

Paper invoicing and record-keeping is often the core saving area. What's surprising is that as financially beneficial as is the movement toward digital invoicing, it is all too often the very *last* change a company makes on the path to an environmentally-conscious business setting. A [recent Ricoh study](#) shows that on average, **42.5% of all business-critical information is still maintained in hard-copy format**. There is no doubt that invoicing contributes to that figure, as it remains one of the last bastions of manual processing and is labor-intensive, inefficient, costly and error-prone.

When the majority of your day-to-day management tasks are suddenly digitized — job assignments, inventory lists, reports, contracts, etc. — it means you purchase less paper, less toner, and drastically reduce the technician visits when something goes wrong with those printers and copiers. Companies stop purchasing file folders and make other physical filing tools redundant, through features like automated billing, online ordering, invoicing, payments and receipts.



And then we must take into account the transportation costs that have long been an accepted financial drain on the budget. Naturally, when techs have an optimized routing and mapping system leading them from job to job with maximum efficiency, it means they use less gas driving in sub-par

patterns and schedules. Tires last longer. You reduce the frequency of oil changes and general engine maintenance.

Finally, the cloud. Moving management from local computer networks to the cloud represents a long list of business-flow benefits – automatic updates, wider bandwidth, professionally-maintained uptime, and instant scalability. Moving to the cloud also reduces the cost of the server-room real estate and the expense of the staff required to maintain local servers. The long list of documented and universally accepted benefits is behind



a tidal-wave of cloud companies offering the gamut of services customized to client needs.

According to a study published by the Carbon Disclosure Project (CDP), “Cloud Computing: The IT Solution for the 21st Century,” (conducted by independent analyst research firm Verdantix and sponsored by AT&T), **by 2020, large U.S. companies that use cloud computing can achieve annual energy savings of \$12.3 billion.**

In short, streamlining is all about your bottom line; an entire industry of field service software developers maintains as its raison d’être the modernization of processes that have long been multi-step, manual, expensive efforts, and to automate and digitize the data for exponentially more efficient and cost-effective management.

## The Customer Speaks

Before it was “fashionable” to go Green, the decision was at times difficult, as it often posed a risk to the customer relationship. Efforts that might be interpreted as cutting corners were challenging to justify for a full-service company looking to present itself as a professional, high-end service provider.

For field service industries, however, the situation is precisely the opposite: clients are not only pleased to hear that field service companies care about their impact on the environment, but they recognize and appreciate that this attention **actually translates to better service for them.** It yields simpler, quicker and more accessible record-keeping, more accurate scheduling and job updates and an effort to reduce a tech’s wasted time and delays in traveling from job to job.



Because every customer exercises the right to select a vendor they can trust, “comparison shopping” can include a long list of criteria. Pricing is generally the first consideration, followed by these frequently listed concerns: reputation, experience, and contractual differentiators. But more and more, customers are expressing a clear preference to work with companies that are committed to an energy-saving mindset.

Often, all things being equal, the green factor can certainly send a contract to a vendor who takes environmental matters seriously. The motivation may come from pressure trickling down through your client’s inves-

tors; a recent study by Green Biz and Ernst & Young indicates that **66% of companies are reporting a recent surge in inquiries about sustainability** by their shareholders. This pressure alone creates a strong motive to seek out vendors with Green initiatives on which the company can “piggyback” and take credit for working with. Indeed, such changes are frequently mandated by investors. Ernst & Young also recently found a **40% year-over-year growth rate in sustainability shareholder resolutions** and predicted that fully half of all shareholder resolutions this year will be sustainability-related.

In the 2011 report, *“How Sustainability has Expanded the CFO’s Role”*, Ernst & Young noted that “the same standards of third-party assurance that have long been used to validate financial information are increasingly being applied to sustainability reporting as well. Many ratings agencies consider the presence of third-party assurance in their scoring systems.” In short, *Green initiatives are being recorded, tracked and evaluated.*

The country’s largest purchaser of service and support services, the United States government, is, through the Environmental Protection Agency, taking a clear position on this, as explained on their site (<http://www.epa.gov/epp/>): “Environmentally Preferable Purchasing (EPP) helps the federal government ‘buy green,’ and in doing so, uses the federal government’s enormous buying

power to stimulate market demand for green products and services. Created first to help federal purchasers, the site can help green vendors, small to large businesses and consumers. Companies and government agencies alike can easily use the index to:

- Find and evaluate information about green products and services;
- Identify federal green buying requirements;
- Calculate the costs and benefits of purchasing choices;
- Manage green purchasing processes.”

And the urgency has trickled down to local governments, alongside large corporations whose managements are likewise making Eco-friendly reputations a priority. A recent ZDNET story titled *“Strong customer pressure on biz to go green”* reports that “major

corporations such as Ford, HSBC and Kaiser Permanente also require their CIOs to purchase computers from EPEAT-certified manufacturers.” Meanwhile, a statement from an executive at Equinix, an international data center leader, states: “Two years ago, nobody was

asking about green features. Now over the past 12 months, at least 30 percent ask if we have green features at our data center.”

Small businesses are also indicating a clear preference: According to the Office Depot Small Business Index, **61% of small businesses are actively trying to go greener** and 70% of small businesses anticipate becoming more environmentally-conscious over the next two years.





In short, your customers — current and future — are either genuinely concerned about their environment, or, at the very least, are interested in an “easy win” for better reputation: by contracting with a field service company proud of its Green initiative, the customer can claim the relationship as another contribution to its own Earth-friendly efforts.

## Good Karma

Though this may be the least short term Green incentive to impact a company’s bottom line, the responsibility we all have to share the planet is not ignored. More accurately, we are not as much working to protect



our planet as we are ourselves. Although controversy continues to surround the issue of global warming, there is no question that air pollution leads to various breathing mal-

adies; water pollution kills off wildlife; and our ongoing use of paper is responsible for massive, irreversible harm to the landscape as whole ecological balances shift as forests and jungles vanish. As Green proponents are quick to point out, the planet will survive perfectly well — it’s Earth’s *inhabitants* who may find continued existence here uncomfortable or...finite.

This concern is, for many, a strong argument to add to the previous more “empirical” arguments; however, it’s also clear that such

a decision helps establish the “human” side of a field service company. It demonstrates that management is not merely a business with little priority other than profit margin. It creates a sense of your team valuing the general good of the community (local and global) and underscores the attractiveness of working with such a company.



Finally, there is merit in gaining internal support: The *universal* benefit of going Green means, that interestingly, unlike efforts to try to save the company money from which employees may never benefit, your staff will be fully behind these initiatives, supporting the changes to their usual routines. After all, the air that the CEO breathes, and the beach where he swims, are the same air and beach that the most junior employees use as well.

Going further, there is an advantage related to your future employees: studies found a clear emphasis on Green initiatives helps attract higher-quality talent. According to a [MonsterTRAK poll on green employment](#), **92% of young professionals would be more inclined to work for an environmentally-friendly company.**

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In conclusion, field service software allows a company, in a single business decision, to save substantial, measurable expense, while making a positive impression on both customers and internal staff. Regardless of a company’s priorities, this multi-layer list of benefits makes the decision a clear one.

# About FieldOne

Our goal at FieldOne is simple: To help your service company increase efficiency and productivity by leveraging technology that was built for your business's specific needs. We take great pride in knowing that we assist enterprises around the world, across a broad range of industries. Our clients share a similar desire to better manage the complex nature of their service organizations, and nearly everyone across the company can benefit from our software - from the owners to the service managers, the warehouse crew to the administrative personnel, and the schedulers and dispatch managers to the technicians in the field.

Founded in 2001, FieldOne is an innovative, secure and scalable service management system providing field service companies with powerful tools to streamline their business processes. From up-to-the-minute technician scheduling and status information to on-site wireless data entry, complete inventory control and automatic invoice creation, FieldOne is an easy to use, all-in-one software solution.

Our innovative, secure and scalable software enables our customers to spend less time entering and managing data, freeing up valuable time for revenue-generating work. With FieldOne, organizations can more efficiently handle all of their day-to-day activities without wasting hours on duplicate work. Most importantly, they can spend more time helping their own customers and growing their business.

We have had the privilege to help in industries including property management, HVAC, medical and diagnostics, IT and technology, mechanical, janitorial, landscaping, contracting, plumbing, electrical, roofing, irrigation and security companies.

For more information or to learn more about the benefits of FieldOne, or how our solutions can help you grow your business, please schedule a free demo or contact us.