



HOBSON & COMPANY

Driving ROI

**The Business Case for a Fully
Integrated On-Demand Labor
Platform**

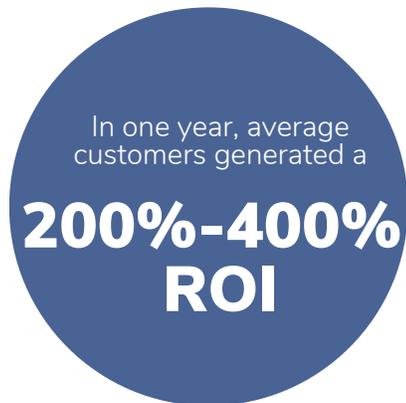
The Business Case for a Fully Integrated On-Demand Labor Platform

In tough economic times, service delivery leaders look for solutions to grow their business and retain current contracts while minimizing overall labor costs. Servicing existing customers while also expanding into new markets and new use cases is complicated if the number and location of the techs employed are limited.

One solution to this challenge is to ramp up existing internal staffing levels. But, hiring additional W2s is expensive especially given the cyclical nature of so many service requests. Full-time employees may be left idle while awaiting the next assignment or spend significant time traveling to sites outside of their region.

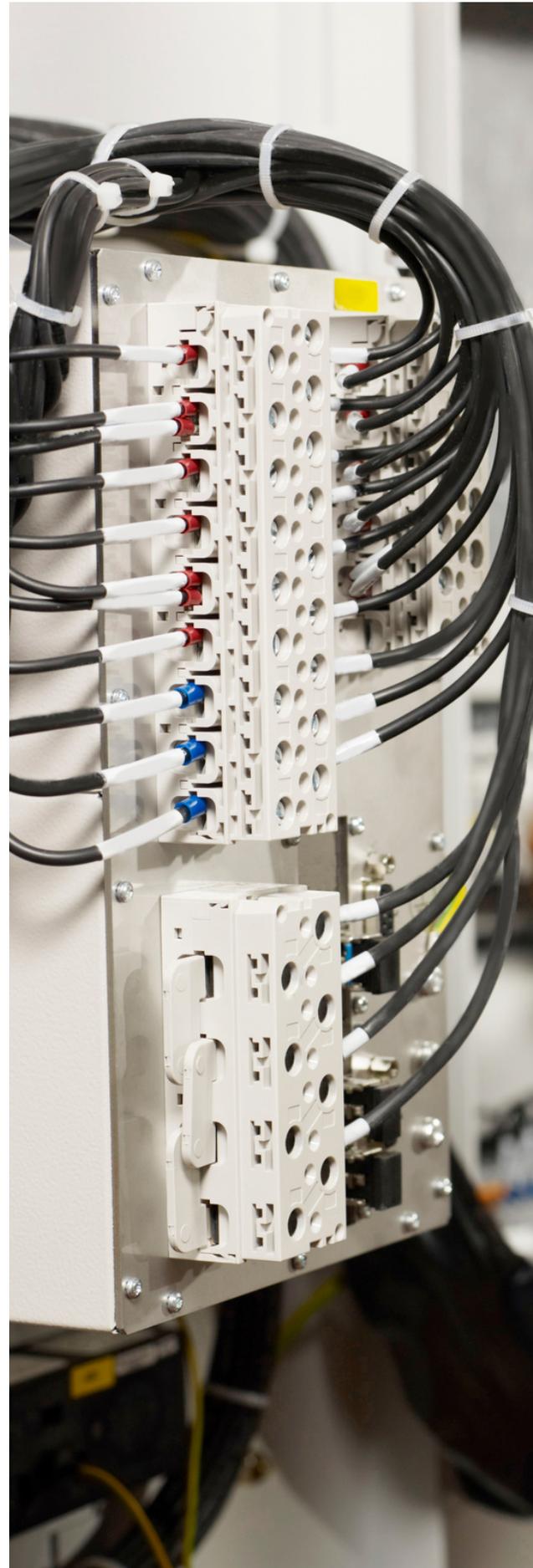
Using third-party subcontractors is an alternative to hiring additional internal resources. The challenge with this approach is twofold: the risk of losing quality control over the techs and the time delay of waiting for the staffing firm to find an appropriate tech.

Hobson & Company (H&C), a leading research firm focused on Return on Investment (ROI) studies, worked with Field Nation, the leading on-demand labor platform, to explore these challenges and learn how industry leaders are responding. H&C conducted independent research consisting of in-depth interviews with numerous Field Nation customers and found that Field Nation addressed specific customer challenges to deliver a quick and compelling ROI.



The impact of Field Nation's on-demand labor platform is not only strategic but measurable.

Based on this analysis, a representative field service organization with \$8M in field service revenue of which \$350K is deployed on Field Nation, would pay back the cost of Field Nation in 2.4 months and generate an ROI of 390% in 1 year.



Challenges for service delivery teams

Customers interviewed for this study noted that there are consistent challenges in deploying field service labor. Below is a list of some of the most universal concerns.

Limited Growth Potential



Service delivery teams find it difficult to unlock new business opportunities if they don't have the technicians to support expansion into new markets or new uses and capabilities. At the same time, maintaining positive relationships with existing customers can be hampered by stretching the labor resources too thin or being slow to respond to requests.

Expensive Labor Costs



Labor costs are the biggest expense in field services, and finding the right balance between using full-time employees and subcontractors is challenging. As companies look to reduce labor-based costs, they don't want to sacrifice quality or control.

Inefficient Operations



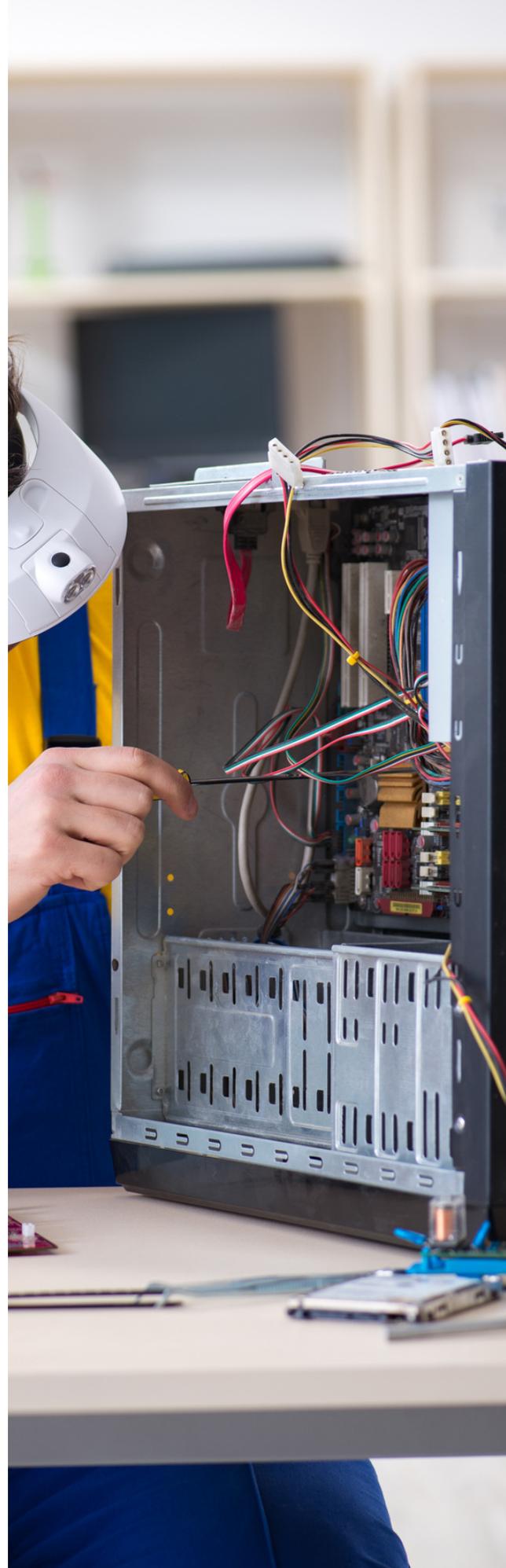
Whether working with internal employees or external subcontractors, managing billing, insurance claims, tax forms, or reviewing jobs for completion is time-consuming without a streamlined system in place.

Customer research identified six benefits of the Field Nation platform across three key business objectives:

Grow Revenue

Reduce COGS

Streamline Operations



Grow Revenue

Grow business by expanding into new markets and verticals

Field Nation's on-demand labor platform allows companies to connect with a nationwide network of skilled IT technicians when and where they need them, enabling companies to enter new markets and expand into new verticals. Local, motivated techs respond within minutes of job postings and are typically no more than 18 miles from job sites.

"Field Nation makes it tremendously easy to reach out to techs across the country to expand our capabilities and presence. We have grown from just the NY tri-state area to covering the entire country."

- Chief Operating Officer

Customers interviewed reported:

5%

INCREASE in field service revenue by expanding into new markets and new capabilities

Improve customer retention with increase speed to talent

Field Nation Provider Assessments help automatically screen technicians before calling or assigning them, ensuring time is only spent on those who meet the requirements. Tiered Auto Dispatch enables the automatic assignment of work orders based on predetermined selection rules. Smart Audit Approval Automation expedites the review and approval process for work that's higher volume and lower complexity by creating a set of rules for auto-approval.

Customers interviewed reported:

10%

INCREASE in customer retention with increased speed to talent

"Because of Field Nation's deep bench of resources, there is no waiting for qualified candidates. We can recruit so much easier because the techs in Field Nation have the skill sets we need. It used to take 3.5 days to get a qualified candidate from the staffing agency and then we would need to interview them, but now we can staff in 5-6 mins."

- Director of Operations

Reduce COGS

Reduce labor-based costs

Field Nation's on-demand labor platform allows customers to only pay for billable time using real-time, market-wide pricing and coverage data.

"With Field Nation, we can just charge for an hour which saves us on average \$125 per work order."

- Director, Service Delivery

Customers interviewed reported:

30%

REDUCTION in labor-based costs

Reduce number of site revisits

Field Nation's Talent Sourcing and Vetting solutions enable companies to create custom talent pools with the skill sets, screenings, and equipment to support their unique work needs. Provider Assessments are customizable, pre-assignment surveys used to ensure techs have the necessary skills and equipment before they get to a site.

"Previously it was a 'roll of the dice' which technicians were sent to a job. Often, they didn't line up with our qualifications. But with Field Nation, we set which tools and skills are required for the work order in the qualifications and it is easy for us to see who is qualified."

- Director, Service Delivery

Customers interviewed reported:

40%

REDUCTION in number of site revisits

Streamline Operations

Reduce time spent on back office administrative tasks

Customers interviewed reported:

25%

REDUCTION in time on back office administrative tasks

Field Nation handles insurance claims, files 1099s, and issues weekly payments to technicians based on terms listed in the work order, allowing companies to scale profitably. Companies and service providers can file a GL or PL claim via the Field Nation website up to 30 days following an incident. Field Nation's Quality Assurance Experts review the claim and work with the parties involved to resolve the issue.

"Field Nation allows for faster cost tracking of site level P&L management vs. manually entering each work order costs with our previous solution."

- Principal, Infrastructure Services

Reduce time spent reviewing jobs for completion

Field Nation's Flightboard Review Drawer allows customers to review and approve work with a few clicks. GPS Capture automatically captures location at check-in and check-out when techs are close to the site, eliminating follow-up. SmartAudit Approval Automation is a configurable process to expedite and automate the approval of higher-volume, lower-complexity work by defining the rules for work that is automatically approved.

"The biggest time savings of using Field Nation is the app. The tech completes all the milestones of the project in the app: they check in, check off the completed steps, and upload pictures. This ensures a better post-job completeness. We no longer have to call them to remind the tech to upload the ticket, and no follow-up is needed for missing items. It has given us time back."

- Director, Service Delivery

Customers interviewed reported:

40%

REDUCTION in time reviewing jobs for completion

Key Findings

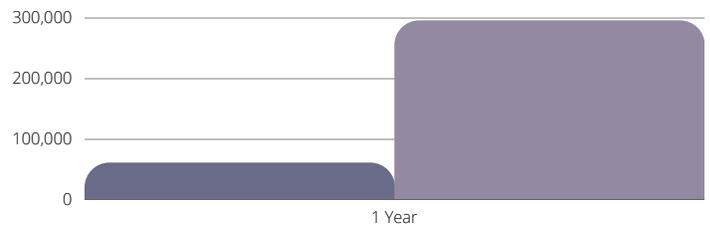


Research Results

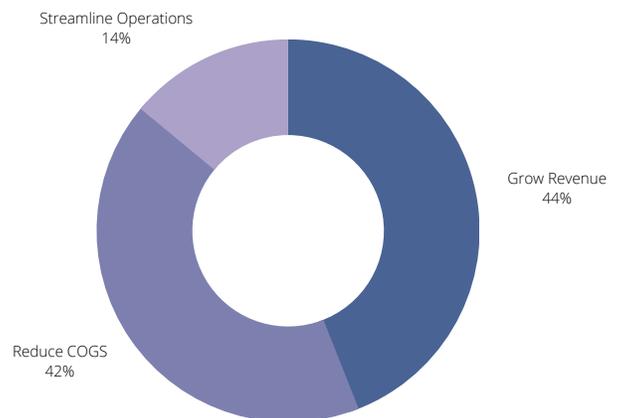
The value of a fully integrated on-demand labor platform is immediate and demonstrable. For this case study, the financial impact of Field Nation is represented by a company with \$350K deployed on the Field Nation platform and 10,800 work orders per year.

For this typical service provider, an annual investment of \$16,000 plus \$30,000 in internal incremental operating expenses generates a positive return in 2.4 months and a 1-year ROI of 390%, with annual benefits exceeding \$300,000.

Investment vs. Return



Benefits by Business Objective





About Field Nation

Field Nation is the leading on-demand labor platform connecting companies and contract IT service professionals to get work done. For more information, please visit www.fieldnation.com.

About Hobson & Company

Hobson & Company helps technology vendors and purchasers uncover, quantify and validate the key sources of value driving the adoption of new and emerging technologies. Our focus on robust validation has helped many technology purchasers more objectively evaluate the underlying business case of a new technology, while better understanding which vendors best deliver against the key value drivers. For additional information, please visit www.hobsonco.com.

Disclaimer:

The Return-on-Investment (ROI) and other financial calculations performed by this tool are based on data provided by Field Nation customers and various assumptions and estimates only. The actual ROI realized by customers may vary from the estimates provided. Field Nation offers this tool to assist customers with evaluating on-site talent platforms, however, Field Nation and Hobson & Company (the firm that created the tool) are not responsible for the accuracy of any estimates.

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