

Government Workforce Automation in a Municipal Wireless World

By Bharat Book Bureau

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Overview

Government Workforce Automation in a Municipal Wireless World helps mobile application vendors, VARs, systems integrators and service providers understand the sizeable market opportunity that awaits them as local governments adopt these networks. This market profile delivers a valuable roadmap to sales success in an exploding government business sector.

Municipal wireless expert and 20-year high tech marketing veteran Craig Settles provides insights to the changes that are unfolding as hundreds of cities, counties and even states plan and deploy border-to-border high-speed broadband networks. He highlights how this technology enables government to improve operations and streamline costs as workers become more productive.

Mr. Settles lays out the market need for suppliers of applications and services, explaining why municipal wireless networks will be the catalyst that drives increased demand by both local governments and businesses for the latest mobile workforce technologies. You get a detailed picture of types of applications needed by different departments, and an assessment of these applications' ROI potential for governments.

Corpus Christi expects to save \$85,000 on building inspection overhead, \$1.6 million through automated meter reading and \$500,000 in eliminated cell phone charges. Concord, CA anticipates \$180,000 in savings through mobile device consolidation. Two other towns report payback for their networks in four and five years respectively by transforming government operations.

This profile concludes with a list of recommendations for unlocking the doors to municipalities offered by government CIOs, municipal network vendors and Mr. Settles. Local government isn't an easy sales nut to crack, but you will see that with the right moves you can nevertheless overcome the challenges and get your piece of a very large pie.

Key Findings

Philadelphia's wireless initiative uncovered the tip of the iceberg of muni networks to unleash millions of dollars in savings for mobile government workers.

Government spending for mobile technology is outpacing small and medium-size enterprise (SME) spending, and this validates local governments' potential value to suppliers.

Local governments' intention to spend over \$3 billion in the U.S. alone over the next four years for muni networks sets the stage for a marked increase in spending for mobile government workforce applications.

A strong case is made that government mobile workforce applications will be a major contributor to the ROI of these networks, and thus a great marketing opportunity for vendors and systems integrators.

Public safety, building inspection, public works and asset management are top applications governments expect to run over these muni networks, but other applications also offer benefits that will make them

popular.

Eliminating paperwork processing and improving interdepartmental operations are two needs that cut across most departments to offer sales potential for suppliers.

Local governments offer asset management application vendors strong marketing opportunities.

SMEs are interested in deploying mobile workforce and asset management applications that run over municipal networks, and identify which applications are of primary interest.

Recommendations offered include tips for getting in on sales opportunities at the ground floor, effective marketing tactics, surviving the RFP process and creating effective partnerships to streamline marketing efforts.

Benefits of this Report

Learn how to sell municipal wireless including best government applications and ROI for their investment
Discover the real-world benefits of implementing and operating a municipal broadband network based on WiFi or WiMax
Obtain analysis of current muni-wireless deployments and learn what is working and not working for local governments
Review mini-case studies from interviews and analysis of government workforce automation and other applications
For local governments, learn what other cities have done to realize improved effectiveness and productivity through wireless

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