



BUILDING BUSINESS AND DRIVING GROWTH

SAMSUNG GALAXY NOTE MOBILISES BUSINESS GROWTH FOR SCIENTIFIC PEST MANAGEMENT

Scientific Pest Management (SPM) is a family-owned business providing pest control solutions to domestic and commercial clients for over 40 years. SPM is a mid-sized player in the pest solutions industry and is focused on providing the best value pest solutions for large and small businesses across Australia. It employs around 85 staff and has offices in 18 locations supplying pest services to all states and territories of Australia.

The company mainly focuses on providing solutions to commercial and government clients, with only 15 per cent of its business focused on the domestic market. SPM differentiates itself in a highly competitive market by providing personalised service and attention to detail, and offering solutions with guaranteed value for money.

In recent years, SPM has started to focus on providing solutions to the resources sector in Western Australia and Queensland where it is witnessing good growth. The company is also looking to build its capabilities in providing solutions for the food manufacturing and processing sector by leveraging technology.

AUTOMATING DATA CAPTURE IN THE FIELD

SPM has a large number of technicians who need to inspect control devices in the field. These devices can range from fly trap units to aerosol dispensers and rodent bait stations. SPM's technicians manually check each device for pest activity, station condition and a range of other variables and record this data. Historically this was all

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CEO, Scientific Pest Management

CASE STUDY: SCIENTIFIC PEST MANAGEMENT

done on paper and then delivered back to an office for manual tallying and data input to create client reports.

“Pest technicians are data gatherers and some are not the most sophisticated in terms of their IT knowledge. We were looking to leverage the right technology that was simple to use and could automate this process of data capture and reporting. We wanted to achieve two objectives. Firstly, reduce time and cost so that the information was input direct from the field into our reporting system. And secondly, gather sophisticated and valuable information in a timely way that enabled us to break into new markets by offering value-added services,” said Chris Jones, Managing Director, Scientific Pest Management.

In early 2012, SPM was invited to respond to a tender to provide pest solutions to Brisbane Markets Limited (BML), Queensland’s only Central Market for fresh fruit and vegetables. The 77ha site was known to be extremely challenging with over 1,400 rodent stations to check each month. These stations were barcoded. In order to win this contract, SPM had to invest further in a technology that not only read those barcodes but also captured the required data and reported on pest activity.

DEVELOPING THE RIGHT MOBILITY SOLUTION

SPM turned to a Samsung partner, Brisbane based Entwined Solutions, and briefed it to develop a mobility solution that would enable SPM to automate data capture, enhance productivity of its field staff and also deliver real-time, web-based reporting that could be accessed online. Entwined Solutions had an existing solution – an electronic forms platform that allowed data to be collected in the field on mobile devices and be routed via email and integrated into back end systems. This was the perfect solution for SPM technically, but the issue of the handheld device still needed to be addressed. The mobile device needed to be robust with long battery life and also flexible enough to be more than just a data collection device – leveraging other reliable functionalities such as phone, email and mapping.

Entwined Solutions chose the Samsung Galaxy Note II as the mobile device that perfectly complemented its software solution. The large screen size, ability to take high resolution photos and use the S Pen to annotate on images and take notes provided the best solution for SPM. As BML rodent stations were barcoded, SPM

needed the mobile device to also be used to read barcodes. Entwined Solutions worked with Samsung to identify a peripherals manufacturer – KOMTAC – who produced a barcode reader clip attachment for the Samsung Galaxy Note II. Entwined Solutions integrated the API into their software platform to produce a streamlined solution for SPM.

“We considered other devices but they just didn’t provide the screen size and flexibility that the Samsung device offered. We see us transitioning to Samsung across our whole business in the future,” said Mr Jones.

The technology solution helped SPM win the Brisbane Markets contract. SPM field staff members are now equipped with Samsung Galaxy Note II devices with barcode readers and they scan 1,400 rodent stations at the BML site. The data captured onsite flows live into an online website and delivers automated reports and graphs that enable BML to track and monitor pest activity in real-time. This allows BML tenants to maintain their Hazards Analysis Critical Control Point (HACCP) certification as the SPM solution provides updated pest control data to their auditors.

DELIVERING IMPACTFUL BUSINESS OUTCOMES

The Samsung mobility solution has streamlined SPM’s business processes and saved substantial administrative time and costs. It has also allowed the firm to compete and beat the larger multinational competitors it goes up against, because its technology solution is advanced.

The technology has also enabled SPM to identify and generate cost recovery opportunities for BML. Some rodent stations were being destroyed by tenants when they used heavy machinery to move their produce; and in the past BML had no way of identifying those tenants who were responsible for the damage. SPM’s technology has allowed BML to identify and bill those tenants for damage caused, and recover costs.

In late 2012, BML put out another tender to read its 400+ tenant power meters monthly. Since SPM was already on site and had the

technology, Entwined Solutions upgraded the software solution to cover meter reading. This involved capturing photos on the Samsung Galaxy Note II for any reading disputes, and using the smartphone’s GPS location and time stamp in the reporting thread to guarantee the time and place for reading. This led to SPM winning additional business at Brisbane Markets.

“We believe we probably wouldn’t have won the tender with Brisbane Markets and successfully delivered the solution without the Samsung Galaxy Note II mobility solution. A new market segment is now available to us and without the Samsung device we wouldn’t have been able to venture into it. You simply wouldn’t get the efficiencies; the amount of man-hours needed to input and report the data wouldn’t have been profitable without the technology. It has helped position our company as a leader in the industry and enabled us to successfully diversify into new business areas,” said Mr Jones.

LEVERAGING TECHNOLOGY FOR FUTURE GROWTH

Workplace Health and Safety is a major concern in the resources sector and SPM plans to leverage its mobile technology to address this issue by providing valuable information about people movements and activity. SPM is also considering expanding its business, providing additional services to its clients.

Samsung technology has enabled SPM to provide services in the food processing industry, an industry not previously available to SPM as it involves a high volume of data which needs to be accurate and timely – as it has an impact on food safety. SPM has already started securing food-based clients by leveraging Samsung Galaxy Note II mobile technology.

“We are currently bringing a revolutionary new pest control technology to Australia for the first time. The Samsung device and mobility solution provides us with a perfect platform to introduce this to the market and further grow our business,” said Mr Jones.