

# ON THE RIGHT TRACK WITH OPTUS SIMPOINT: MAINTENANCE ESSENTIALS.

## CASE STUDY SNAPSHOT

### Customer location

Mount Waverley, Victoria

### Sector

Fire Safety Maintenance

### Services

- > BlackBerry Mobile
- > 1300 access number
- > Broadband internet
- > Optus SimPoint

### Benefits

- > Greater visibility of mobile fleet, resulting in reduced transport costs, improved employee safety and better managed jobs
- > Reduced administration and communication costs with better coordination of field staff
- > Improved maintenance of response time SLAs with customers
- > 'Always-on' reliability indoors and in built-up Optus Mobile coverage areas with GSM triangulation

### Client testimonial

"Optus SimPoint has allowed us to improve our business productivity and efficiency which helps us to ensure we're able to get to problems within our promised two-hour priority response time"

Russell Porteous  
CEO



**Maintenance Essentials**  
Property & Equipment Maintenance Solutions

Convinced there was a better way to deliver fire safety maintenance and challenging an established industry paradigm, Russ Porteous and Rod Buncle established Maintenance Essentials in 2001. Since its beginning, Maintenance Essentials has developed a reputation for excellence in service, delivery and innovation in the installation, inspection, testing, maintenance and training in fire safety.

### Coordination is key

Maintenance Essentials carries out over 330,000 scheduled inspections of fire safety equipment per year, and records and over 3,000 additional ad-hoc maintenance requests per year, 77 per cent of which require a technician to visit to determine the actual problem and find a solution. Employing 25 in house technicians and six contracted technicians, staff visibility is important in helping to determine which technicians are available and close to the job requiring attention.

Optus has been providing Maintenance Essentials with business solutions for eight years, and currently provides the business with mobile telecommunications, its 1300 access number and broadband internet. Most recently, Maintenance Essentials implemented the Optus SimPoint Solution.

Maintenance Essentials implemented Optus SimPoint immediately after working with the product during a four month beta phase. As a fully web-hosted software-as-a-service (SaaS), no software other than a web browser was required, and the fully operational system was up and running within four days.

"Maintenance Essentials is an extremely mobile business – service technicians are on the road all day using mobile communications to stay in touch, however we also wanted the ability to better co-ordinate efforts to get to jobs quicker," said Russ Porteous, CEO and joint founder of Maintenance Essentials.

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“our priority is keeping our customers happy and Optus SimPoint has allowed us to improve our business productivity and efficiency”

Russell Porteus, CEO  
Maintenance Essentials

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### Arriving on-time, every time with Optus SimPoint

“We began searching for a solution in October 2008, and essentially needed a system that would allow us to improve our mobile workforce efficiency and response times so we could deliver the best customer service possible,” Porteous said. “We had reviewed solutions from various providers, but being a satisfied Optus customer and knowing the level of service we could expect, we really wanted something Optus could provide. Additionally, as a small business we wanted something that was cost effective as well as specifically suited to our business needs, and the Optus solution provided that.”

In addition to on-the-road benefits, Optus SimPoint also provides Maintenance Essentials with a low-cost investment solution, enabling the ability to use existing mobile phones without the need to purchase additional hardware. It has also reduced the communication costs within the business by allowing communications between field staff via SMS through the SimPoint website, reducing the need for landline to mobile calls.

“We operate Optus SimPoint from a hosted website, which allows us to locate field staff during work hours by tracking their mobile phone. Technicians notify us when they are close to finishing a job using SMS, which enables us to determine availability and location, and contact them to inform details of the next job. Communication happens in real time via SMS, which is important in enabling us to manage job priority and meet client service level agreements.” Russell said.

### Innovating for mobility, productivity, efficiency and savings

Maintenance Essentials considers itself an innovative and tech savvy business and selecting the most innovative solutions is important to them. The administrative side of the business is run completely in the cloud, and all documentation is electronically stored, creating an almost paperless office. Russell believes this system offers the business complete mobility and scalability, meaning growth is limitless. When considering the Optus SimPoint Solution, he considered the benefits it would offer in line with the companies forward thinking operations.

“While implementing Optus SimPoint has enabled us to better manage our mobile workforce, which is its key function, we also took into account other benefits the solution would provide. Being able to locate the nearest person to the job means we also save costs relative to the operation of vehicles.

“At the end of the day however, our priority is keeping our customers happy and Optus SimPoint has allowed us to improve our business productivity and efficiency which helps us to ensure we’re able to get to problems within our promised two-hour priority response time,” Russell said.

To find out how Optus can help you increase productivity through innovative communications solutions, contact your Optus Account Manager.

Call **1300 408 628** or visit [optusbusiness.com.au](http://optusbusiness.com.au)

**yes**  
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