



A Productivity Solution For Businesses

Autodesk® Mobile Resource Manager is a proven resource management solution wireless network operators can offer to their business customers. The service enables small and medium-sized businesses in a variety of industries to easily locate, manage, and communicate with a mobile workforce. It is simple to use and enables any business with a PC and internet access to track and manage field workers who carry a mobile phone. Autodesk Mobile Resource Manager increases data revenue and customer loyalty for mobile operators.



Virtually non-existent 5 years ago, the Mobile Resource Management market has grown dramatically in recent years and is expected to generate over \$1B in operator revenues in 2007 according to IDC, April 2004.

FEATURES

Autodesk Mobile Resource Manager (MRM) is a location-based service that enables a business to locate, manage, and communicate with their mobile workforce using messaging, intelligent alerts and comprehensive reporting facilities. It uses an existing internet connection and existing handsets.

Locate Mobile Handsets

Managers and dispatchers can view the locations of their staff, determine the closest resource to a customer site or job request, and track travel progress, all using a simple browser-based management console.

Manage Tasks

Managers can schedule and track jobs, and set alarms for when a worker arrives at a given location, or enters or leaves a particular zone.

Report on Resources

Managers can generate various reports on job status and route histories for groups or individuals, over the last 12 or more months.

Communicate with the Field

Managers can quickly communicate with workers in the field, either individually or as a group, using email or SMS.

BENEFITS FOR BUSINESSES

By locating, managing, and communicating with their resources more effectively, businesses using MRM:

- Increase operational efficiencies
- Improve customer service
- Reduce costs

And because a business's up-front and ongoing costs of using MRM are both very low compared to specialized GPS-based systems, they receive a rapid return on their investment.

MRM allows smaller companies to gain the same business process advantages as larger players, at minimal cost.

Autodesk Mobile Resource Manager

BENEFITS TO OPERATORS

Operators adding MRM to their business service offerings get:

A Service with Broad Appeal

MRM is relevant to thousands of small and medium-sized businesses in a variety of industries:

- Freight and transport
- Taxi, courier and delivery
- Service and repair
- Trades and construction

Any company with a mobile workforce or sales staff can benefit from using MRM.

The Right Kind of Service

MRM helps operators move customers from basic, low-margin services to premium services that bring higher margin.

A Highly Sellable Service

A straightforward, pragmatic application with clear business benefits, MRM is easy for an operator's sales force to understand and sell. Selling MRM to existing business accounts increases the utility and value of the phones those customers already use.

A Location-Based Service

MRM is ready to deploy and takes advantage of location capabilities available today in most GSM/CDMA/iDEN networks.

A Revenue-Generating Service

MRM is easily offered as a value-added service to existing business accounts, generating incremental revenue without the expense of acquiring new accounts.

A Loyalty-Building Service

MRM builds customer loyalty and reduces subscriber churn, as businesses using

MRM in their daily operations are unlikely to switch to another operator.

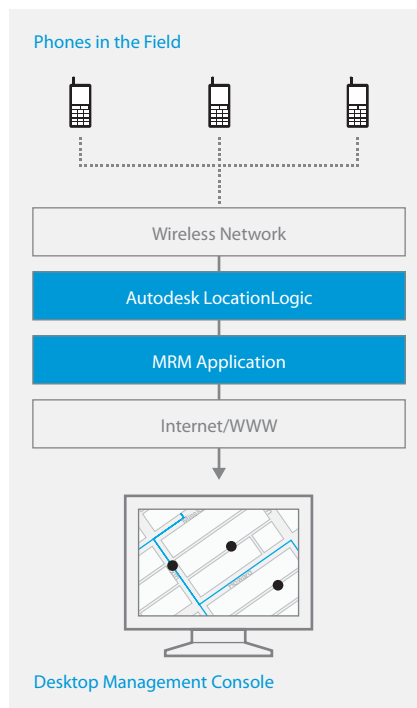
A Proven Service

MRM technology has been successfully deployed by a major European carrier, and is being used by hundreds of corporate customers to track and manage thousands of resources.

AUTODESK LOCATIONLOGIC

MRM is deployed on Autodesk® LocationLogic, an advanced location services platform that provides the necessary infrastructure, application services, content provisioning, integration services, privacy and authorization functionality.

Location-enabling capabilities provided include mapping, routing, geocoding, proximity searches, static and dynamic content management, mobile device management, and location-sensitive event notification services.



ABOUT AUTODESK

Autodesk, Inc. is the world's leading design software and digital content company, offering customers progressive business solutions through powerful technology products and services. Autodesk helps customers in the building, manufacturing, infrastructure, digital media, and wireless data services fields increase the value of their digital design data and improve efficiencies across their entire project lifecycle management processes.

Autodesk Location Services, a division of Autodesk, provides a complete solution that enables wireless network operators to quickly and reliably offer location-based services to their subscribers. Its offering consists of a highly-scalable, open standards-based platform, market-ready applications, content integration and professional services.

GET IT TODAY

To find out more about Autodesk Mobile Resource Manager or arrange an introductory meeting, email locationservices@autodesk.com or visit www.autodesk.com/locationservices.

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