



NELCO WorldWide Deploys MobiWork for its Field Service Division

NELCO Worldwide is a U.S. based National and International Radiation Shielding Company specializing in the healthcare industry, primary medical facilities being the focus, pioneering innovative radiation shielding solutions for over 85 years. Their headquarters and manufacturing facilities are based in the U.S. and Europe, and Global Sales and Project Management offices can be found worldwide. Headquarters are in Boston and London, and their other locations can be found in Houston, LA, San Diego, Milwaukee, Hong Kong, Saudi Arabia, and New York, employing over 200 full-timers. They offer clients commercially available shielding products for all modalities, from production to execution of high quality, fully compliant shielding projects.

Industry:

Shielding/Healthcare

Key facts:

- 87 years in business (1932)
- Over 200 employees
- Over 6,000 projects worldwide
- International Standard of Operations Certificate: Only U.S. Radiation Shielding Company to earn this.

Website:nelcoworldwide.com

“MobiWork is truly a quantum leap in what we were using to what we have now. Like riding a bike versus flying a jet.” – Ed Delia, Senior Director of Medical Sales and Strategic Planning

Key Challenges: Organized Maintenance Reports, Managing Field Service Crew, Financial Reporting

NELCO'S business comes on a project basis and they presently have completed about 6 thousand. They are currently serving 3% of the market share for this particular service and are expected to grow to 35% over the next 4 to 5 years. A real issue they have is waiting for completed check lists and field reports that are filled out to make it back to the office, which could take up to 3 or 4 weeks. Keeping track of field service crews outside the core of the company management also becomes challenging. Working with key professionals and influencers in the medical industrial marketplaces from contractors, physicists, and doctors to equipment manufacturers, facility managers, architects and engineers, and executives, they always have to be prepared to communicate about the work taking place. NELCO is highly structured: with each functional unit having rigorous financial reporting and certain statements and forecasts to follow. In addition to managing the mobile workforce, it was a crucial requirement to be able to fully integrate with their QuickBooks Online accounting system, not just for invoicing like most use it for, but also for purchase orders, bills, estimates, products, inventory, custom fields, and vendors. NELCO differs from their competitors in that they are taking a market that barely exists and creating one. It is a very specialized niche, with unique challenges, but with their reach, size, and experience from their global presence, they are definitely at an advantage. There are thousands of possibilities and they are only just scratching the surface with nowhere to go but up.

Results: Field Force Management, Inventory Control, Growing Team, One Seamless Solution

NELCO uses MobiWork for their service division, as a field service management solution that deals with the business model of repair, tracking, and maintaining equipment in the field after the warranty. "Organizing third party resources to MobiWork gives us a lot of power. We have the ability to work with third parties a long distance away." When someone goes out to service, they have to fill out a service report. Sending it back through a system that takes 3 to 4 weeks slows everything down and has such an ample effect on the completion of the project, from reporting to customers to invoicing. With MobiWork, they are able to have a field report in minutes after the work is done; it's a massive improvement. Keeping maintenance contracts organized and scheduled, as well as inventory, is extremely important. Key features for their business are field force management, inventory control and financial reporting and forecasting. They have an account in New York that owns inventory that needs to be managed through their system. They are responsible for the equipment, service the equipment, and maintain the inventory that they own on stock. They will be managing their inventory and resources with MobiWork to collect service records that happen over the course of a year, as well as documenting when using a part so it can be replaced. "With this, we have a way to account for every part that moves in and out of inventory,

so we can maintain minimum required levels.” NELCO has a global inventory, in places like Australia, the UK, Singapore, and the Middle East where they want to be able to manage inventory the same way. “The technology in MobiWork is a very broad solution for all challenges that we’ve had. One seamless program so you don’t need multiple. It’s a seamless solution from offer to invoice.” MobiWork QuickBooks integration is so deep compared to other software that it allowed us to meet their rigorous requirements and needs for their financial division for planning, forecasting and reporting. It’s also all about customer satisfaction for NELCO. “Success is determined by quality, responsiveness, and service time.” We see things that are going to be different and it is such a stark contrast from the previous system we had in place. It’s not an incremental improvement; it’s two different universes. MobiWork is truly a quantum leap in what we were using to what we have now. Like riding a bike versus flying a jet.” Even in these early stages, they have already been able to hire more field people as a result, which they have been wanting to do since last year. They are able to manage more people with fewer managers which wouldn’t have been possible without MobiWork, and they are now in a position to put in place a topline growth strategy. “We have something now that gives us true mobility, not only in the field workforce but a management team that has the ability to gather accurate information, analyze and act accordingly. We’ve put together a dashboard that the CEO is excited to see. You can view it on your phone, and he loves knowing that he has access to understanding our KPI’s that is all published through one portal. That, in a nutshell, is priceless.” NELCO was pleased with the overall flexibility to shape the software around the way they work, because they were used to programs having a very rigid structure that businesses would have to adapt their processes and model to. “We have been able to have MobiWork look at the way we work and model the software to match (with very little compromise). The MobiWork team has risen to satisfy, and that is where my enthusiasm comes from. They are committed to getting it done and have really stepped up to make it happen for us.”