



FRANCHISE SERVICES

Franchise Services Inc. (FSI) is a franchise management company providing business consultation to more than 900 Sir Speedy™ and PIP™ quick printing locations. It also provides IT services to small businesses via its new TeamLogic IT™ offering.

OBJECTIVE

FSI wanted to improve the productivity of its field consultants and enhance data communications with the home office. Specifically, the company wanted to provide real-time access to its CRM software to enhance the timeliness of incoming field updates.

SOLUTION DESCRIPTION

FSI employs Business Management Consultants (BMCs) who work in the field assisting Sir Speedy™ and PIP™ franchisees with operations and growth strategies. Helpful information such as financials, forecasting, growth modeling and preferred vendor lists reside on FSI's extranet, so real-time access to this data is a powerful consulting tool.

"Most franchisees do not have Wi-Fi hot spot coverage, so lack of Internet access is a hurdle in getting detailed advice to franchisees and timely feedback to FSI," explains Christian Lau, FSI's assistant VP of Information Technology. "The BMCs traditionally waited to use hotel dial-up or T-Mobile hot spots to upload their meeting data, often having to transcribe 'yellow pad' notes in the process."

To solve the issue, FSI tested a wide-area 1xEV-DO data solution through Verizon Wireless and Zumasys, a wireless integrator. Ten Sierra Wireless 5220 AirCards were installed among the company's HP N6000 and Apple Powerbook G4 notebooks. Zumasys was instrumental in getting the AirCard drivers to work with the Apple laptops.

When implemented, the BMCs were able to take advantage of fast, secure and ubiquitous connectivity to FSI's proprietary VB.net CRM application for real-time data entry. They were also able to access and download extranet tools during franchisee meetings, underscoring FSI's service-focused philosophy.

FRANCHISE SERVICES, INC.

www.franserv.com

COMPANY DESCRIPTION

- Franchise Services is a franchise management company providing business consultation to more than 900 Sir Speedy™ and PIP™ quick printing locations and IT services to small businesses through TeamLogic IT™

OBJECTIVE

- Improve productivity of its field consultants
- Enhance timeliness of field updates through real-time access to its CRM software
- Provide real-time reporting to Senior Management

SOLUTION DESCRIPTION

- HP N6000 and Apple Powerbook G4 notebooks
- Sierra Wireless 5220 AirCards
- Verizon Wireless 1xEV-DO data network
- Zumasys wireless integration

RESULTS

- Saved 2-3 hours per day per BMC through real-time in-store updates
- Reduced costs compared with hotel dial-up and T-Mobile hot-spot expenses
- Improved franchisee customer service
- Increased the timeliness and accuracy of its CRM information



A LIST™
Finalist

RESULTS

FSI has expanded its wireless usage to 40 cards, and all of its field force will be equipped by January 2006. "Our field reps are saving two to three hours a day by being able to enter data and contact reports in real time," says Lau. "Plus we're saving on hard costs, too. Not having to pay piecemeal for dial-up and hot-spot access on the road is a substantial savings."

The wireless cards enable our field staff and franchisees greater flexibility in accessing systems and doing demos on the road. Now they don't have to worry about whether the client has Internet access. Being able to walk in and start the demo is a huge advantage.

*Christian Lau
Assistant VP, Information Technology
Franchise Services*

FSI's field staff can now enter real-time CRM updates, submit contact reports, send emails and get responses to issues immediately. Its executive team has also jumped on the wireless bandwagon, which keeps them more productive when traveling. And the IT side has benefited too. "We use the wireless cards to do admin work on the servers in our data centers without having to plug in," says Lau. "It's very convenient for us."

An unexpected impact is that franchisees are beginning to see the value of such flexible broadband access. "Our Sir Speedy™ and PIP™ sales teams go out to see a lot of

small businesses that don't have broadband access," Lau says. "Now they can just walk in, start up, and show an online demo to anyone, anywhere. It's a huge advantage for their marketing efforts."

FRANCHISE  SERVICES, INC.

Franchise Services is a 2005 finalist for the 3G A-List Award in the EV-DO category.

The 3G A-List Awards recognize the leading builders of successful wireless data solutions based on 3G CDMA (CDMA2000 1X, EV-DO, and WCDMA/UMTS) technology. **To learn more about the A-List, please visit www.3galist.com**

SUPPORTING PARTNERS

The A-List also recognizes supporting partners for their enabling role in assisting winners with their wireless data deployments.

