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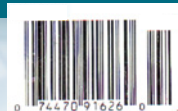
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The Navigator for Enterprise Solutions



**ORCHESTRATING FIELD OPERATIONS WITH  
EASE OF USE, AUTOMATION AND SCALE**



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## ORCHESTRATING FIELD OPERATIONS WITH EASE OF USE, AUTOMATION AND SCALE

For CIOs and C-level executives in mid-sized to large enterprises, the most complex operational challenges begin once work moves beyond the office and into the field. Managing distributed teams requires precise location data, efficient dispatching, optimized routes and consistent execution across every job site. Without the right systems

in place, small inefficiencies compound quickly, eroding margins, service quality and operational visibility.

MobiWork was built to help field-centric enterprises bring structure, accuracy and control to field operations at scale.

Traditional enterprise software was never designed for field execution. Platforms such as Salesforce and HubSpot organize



customer records, while financial systems like Sage Intacct and NetSuite safeguard transactions. These systems answer critical business questions: what was sold? What was billed? What was recognized? They manage records and transactions, but not execution discipline in the field.

In the field, an address functions very differently than it does in a database. For instance, 4974 Garden Drive, 33496 is technically accurate, it is operationally ambiguous. On a hospital or university campus, construction site or industrial park, that single address can represent multiple buildings, entrances or restricted access points. The physical reality rarely aligns with the simplicity of the record.

“Where you send someone in the field makes a tremendous difference,” says

Hervé Rivere, CEO. “If you arrive at the wrong place, you can easily lose 20 or 30 minutes before any work even begins.”

### THE POWER OF THE LEVERAGE EFFECT

That kind of lost time does not appear directly on a financial statement. It surfaces indirectly through increased fuel usage, compressed schedules, missed service windows and incremental overtime. The true value of field execution lies in what Rivere calls the “leverage effect.” While saving an hour a day for a back-office employee is valuable, the impact is multiplied exponentially in the field. If an organization has 5 office staff and 100 field technicians, saving each field worker just one hour a day recovers 500 hours of productivity per week. This transition from manual to digital execution is a primary driver of EBITDA improvement.

Within MobiWork, location becomes structured operational data. Addresses are validated, converted into precise latitude and longitude coordinates and displayed visually. Dispatchers can anchor work to exact service entrances or job sites and refine those coordinates over time. Each visit strengthens the accuracy of the next, turning field experience into institutional knowledge.

**GUIDED WORKFLOWS ARE PROTECTED BY A RECENTLY AWARDED PATENT—MOBIWORK’S SIXTH—WHICH ENSURES STEP-BY-STEP WORKFLOW ENFORCEMENT.**

### BUILT TO SUPPORT ENTERPRISE SCALE AND GROWTH

MobiWork was built on the belief that field execution is not an extension of office software but a discipline of its own, with



its own set of problems to solve. Over the past 16 years, that philosophy has matured into an enterprise-grade architecture capable of supporting organizations ranging in size from small teams to those with more than 6,500 users.

Unlike many competitors who began as small-business tools and struggle to scale up, MobiWork was engineered with a “top-down” philosophy, solving the most complex enterprise use cases first. This provides a seamless upgrade path that is often impossible for lower-end solutions. This structural durability makes MobiWork a platform of choice for Private Equity (PE) and Growth Equity (GE) firms. MobiWork is a platform of choice for investors who rely on operational visibility and rapid scalability to drive portfolio success. It enables PE-backed companies to deploy standardized processes across new locations almost instantly; in one instance, a firm quadrupled its user base seamlessly in less than three months following a single acquisition.

#### GUIDING EXECUTION WHERE WORK HAPPENS

The greatest operational leverage comes from improving execution at the point of work. Guided workflows are protected by a recently awarded patent—MobiWork’s sixth—which ensures step-by-step workflow enforcement. This prevents critical steps from being skipped, embedding compliance directly into execution logic.

Guided workflows are embedded into the mobile experience used by field employees. Each job follows a structured sequence defined by the organization, covering

safety checks, task execution, documentation and customer interaction. Protected by a recently awarded patent, its step-by-step workflow enforcement prevents critical steps from being skipped, embedding compliance directly into execution logic.

“The app is always there to guide employees through what needs to be done,” adds Rivere. This guidance automates workflows to enforce best-practices from job safety analysis to protect your employees and organization and also supports revenue growth; field employees are prompted to identify upsell opportunities such as equipment upgrades or preventive maintenance while on-site. These insights are automatically shared with the back office, turning every service call into a potential revenue driver.

The results are measurable. Organizations utilizing the platform have reported:

- Up to 87 percent increase in field productivity.
- Payment cycles that accelerate by up to 90 percent.
- 40 percent revenue growth and 30 percent cost reduction.
- Full enforcement of best practices, leading to a 70 percent boost in customer satisfaction.

#### MULTIPLE SOLUTIONS ACROSS INDUSTRIES AND USE CASES

MobiWork delivers vertical-specific solutions through its configurable, scalable and innovative platform.

Whether coordinating HVAC maintenance, vegetation management, pool services, logistics, or construction, the underlying operational challenges from project & work orders



management, scheduling and dispatching, quoting, invoicing among others to being able to work offline remain similar. Through its flexible architecture, MobiWork is able to address those common features across the board as well as providing industry-specific capabilities. For instance, in asset-intensive sectors like oil and gas, the platform combines field service with equipment management to ensure critical assets are ready for the job.

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**STEADY PROGRESS,  
 CONSISTENT EXECUTION,  
 LONG-TERM VISION AND  
 DOING THE WORK THE  
 RIGHT WAY.**

In emergency roadside assistance, it supports rapid time and location capture, contractor selection and dispatch, ensuring that the nearest qualified resource is sent as quickly

as possible. Customers can share their location, removing guesswork and accelerating response.

#### OPERATING AT SCALE WITH CONSISTENT STANDARDS

As enterprises expand, maintaining standards is difficult. MobiWork leverages cloud and mobile technologies available worldwide, with deployments spanning more than 50 countries. This global consistency is particularly valuable for franchisors, growth-equity-backed or multinational organizations growing through acquisition, allowing them to adopt standardized safety protocols and reporting structures almost instantly without sacrificing local flexibility.

#### SUSTAINED GROWTH THROUGH OPERATIONAL DISCIPLINE

MobiWork’s strategy reflects a commitment to sustainability. It has been cash-flow positive since 2015 and has never used VC funds to fuel its growth. “Our mindset is very similar to our customers’ mindset,” says Rivere. “Steady progress, consistent execution, long-term vision and doing the work the right way.”

For CIOs overseeing mission-critical operations, MobiWork provides the structure needed to standardize execution across distributed teams. Through extensive capabilities, enterprise-grade scalability and patented guided workflows, it ensures that field execution becomes structured, enforceable, easy to learn, easy to use and economically measurable. **CR**