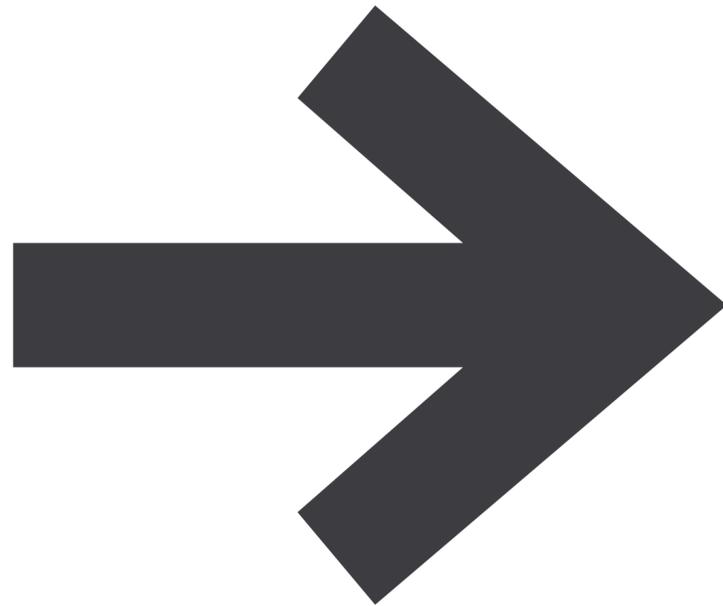


# Transform your field service with IoT, AI, and mixed reality





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## Digital transformation hits the field

Field service used to be a cost center. Now it's an essential way to support business intelligence and brand differentiation. The key to this change is connected field service technology.

# \$1.1 trillion

2021 forecasted Internet of Things (IoT) spending<sup>1</sup>

<sup>1</sup> IDC, [IDC Forecasts Worldwide Spending on the Internet of Things to Reach \\$772 Billion in 2018, 2017.](#)

01.

Every customer contact is an opportunity to either build or bury your reputation. That's especially the case with service calls. When your field reps make repeated visits to correct a customer's issue, it's costly, inefficient, and damaging to your reputation.

Your service records, inventory, and CRM files hold the secret to greater efficiency and a stronger brand. Use that to your advantage by tearing down silos, digitizing information in static spreadsheets or paper documents, and tying it all together. Once connected, it can help turn your field service into a competitive advantage that:



Uses remote monitoring to streamline service calls and increase efficiency



Creates valuable business intelligence from insights found within your service data that can be used as a competitive differentiator



Delights customers, creates brand advocates, and promotes loyalty



To modernize its field service operations, Seattle-based MacDonald-Miller Facility Solutions deployed Microsoft Dynamics 365 for Field Service with Azure IoT Hub. The integrated solution helped to shorten service calls, increase profits, and strengthen its reputation as an industry leader in smart building construction, optimization, and proactive maintenance—in under nine months.<sup>2</sup>

<sup>2</sup> Nucleus Research, [Microsoft Dynamics 365 ROI case study: MacDonald-Miller Facility Solutions](#), 2018.

## Field service evolves

As field service becomes more critical to setting your company apart, so does the need for efficiency and profitability. Breakthroughs like IoT, mixed reality, and artificial intelligence (AI) make it easier to have both, and create a profitable servitization business model.

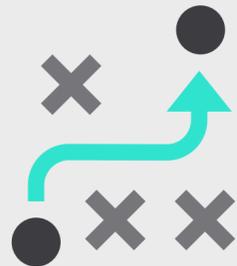
### IoT

With IoT, you can transform your business and improve your products and services. And with Azure IoT, your company can move to a proactive and predictive service model that automates remote fixes, schedules the right technicians, and ensures the proper parts are on hand for each call.

### AI

Together, AI and IoT can help companies make better decisions and give better service. AI-driven technologies such as Azure Machine Learning make it possible to analyze performance and customer service data. And with the results, you can produce predictive maintenance schedules, and more accurate service estimates and parts inventories. Over time, you can use the same data to improve your products—or innovate to create brand-new ones—and build customer loyalty.

02.





### Mixed reality

Mixed reality layers digital content—like maintenance manuals and specification sheets—onto live experiences. For example, technicians can manipulate holographic representations of a machine part, or consult Power BI dashboards. Solutions such as HoloLens and Dynamics 365 Remote Assist also make it possible to collaborate with experts in real time via chat, video, and annotations. (Remote Assist is available as an add-on feature for Dynamics 365 for Field Service.)

### Building a servitization business model

With the combined potential of IoT, AI, and mixed reality, you can servitize your field service operation and position it to drive revenue. This change benefits everyone—customers, service departments, and management:

- Customers experience service as an integrated, impressive part of your brand.
- Your company becomes a partner with data that's vital to the growth of your customer's business.
- Field technicians become potential lead generators, and help ensure greater financial stability through long-term service contracts.

# Modernize with Dynamics 365 for Field Service

With a connected field service management solution such as Dynamics 365 for Field Service, your company can reap the benefits of digital transformation by enabling the following:

03.



Detect field service needs before your client even knows an issue exists



Empower technicians through knowledge management and easy-to-use service portals



Optimize field technician scheduling



Dispatch appropriate technicians who are nearby and have the knowledge, parts, and equipment to resolve the field service call quickly, on the first visit



Communicate with customers proactively, providing transparency through technician tracking and automated reminders



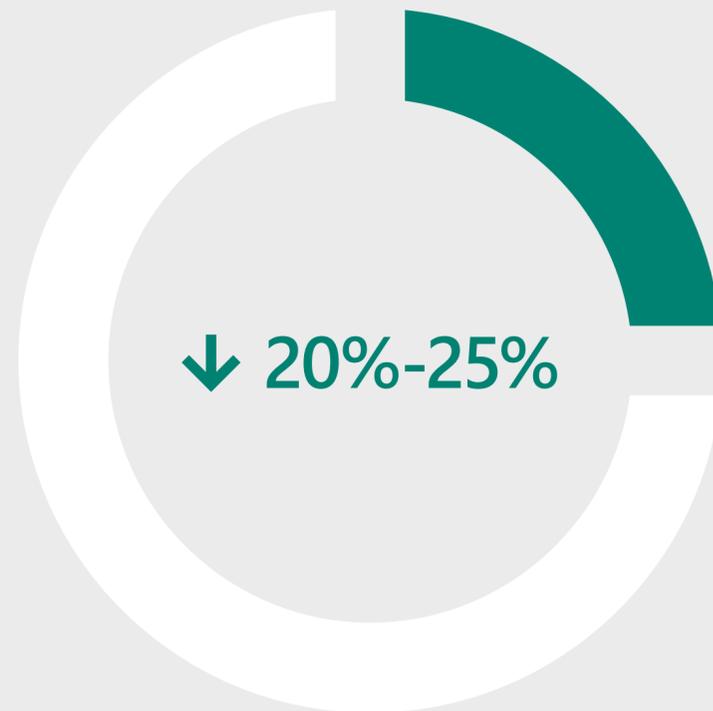
Deliver parts information to the field



Seamlessly integrate with CRM capabilities and Project Service Automation

For every dollar spent on Dynamics 365 deployment, companies realized an average of \$16.97 in returns. This is significantly higher than the average for both enterprise resource planning and customer relationship management deployments, which deliver, \$7.23 and \$8.71 respectively.<sup>3</sup>

<sup>3</sup> Nucleus Research, [Dynamics 365 Delivers \\$16.97 for Every Dollar Spent](#), 2018.



03. **Toyota Industries chose Microsoft Dynamics 365 for Field Service to visualize and improve after-sales service operations. It intends to reduce service hours by 20% to 25%.<sup>4</sup>**

<sup>4</sup> Microsoft, [Toyota Industries case study](#), 2018.

Consider how a connected field service solution such as Microsoft Dynamics 365 for Field Service could work with your existing technology to solve these common scenarios:

## Common field service challenges and solutions

- **Repeated visits to resolve an issue**  
Use IoT to proactively detect and troubleshoot issues, so technicians always arrive with the right parts and information—the first time.
- **A technician's skills don't match the job**  
Automate scheduling to match the right technician to the job, increasing efficiency and customer satisfaction, and increasing the percentage of calls resolved on the first visit.
- **Limited visibility into customer and equipment history**  
Make technicians more effective by giving them a 360-degree view of the customer and real-time maintenance guidance to improve resolution time.
- **Dispatching technicians for issues that could be handled remotely**  
Ensure a positive customer experience by providing self-service portals, proactive updates, remote fixes, and the ability to track technicians.
- **Siloed data and processes that can't adapt**  
Use applications that are easy to tailor, extend, and connect to the apps and services you already use.
- **Multiple visits by multiple personnel**  
Enable technicians to collaborate with experts and troubleshoot in context using heads-up, hands-free video calling and mixed reality annotations.

03.



**We're working with Microsoft to innovate and improve our ability to fix the right thing at the right time, with the right people, and continuously drive down energy and maintenance costs.**



**Bradd Busick**

Chief Information Officer  
MacDonald-Miller Facility Solutions  
Bellevue, Washington



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Modernize with Dynamics 365 for Field Service

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## Technology you can trust

Field Service offers the unmatched data security and support of Microsoft, along with integration, support, and a partner network that can help transform your field service into a strategic business asset. Compare costs, service-level agreements (SLAs), interoperability with other business systems, and real-world IoT success. You'll find that Field Service is the clear leader over competing solutions.



04.



We at Sandvik Coromant are really excited how Dynamics 365 brings all the systems together. With this solution, we're able to reinvent auto manufacturing: tools, machines, processes, working together, all the way from the customer to the sales interaction, helping us deliver an unprecedented level of field service.



**Klas Forsström**

President, Sandvik Coromant  
Sandviken, Sweden

# Start delivering predictive and proactive service

Boost your business intelligence and brand differentiation with Dynamics 365 for Field Service.

[Learn more](#)

Discover how Dynamics 365 for Field Service could help transform your organization.

[Request a demo](#)

See the potential of Dynamics 365 for Field Service in action.

[Watch videos](#)

With Dynamics 365 for Field Service you can set your company apart and stay focused on customers. Remote monitoring, advanced scheduling, and resource optimization capabilities—combined with services such as Azure IoT and Machine Learning—will position your field service operations as a driver of revenue, growth, and innovation.

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