

NUCLEUS  
RESEARCH

ROI: 4105 %

Payback: 1.1 Years

# PRONTOFORMS

## GLOBAL EQUIPMENT MANUFACTURER

### ANALYST

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### THE BOTTOM LINE

Realizing front and back-office productivity gains, compliance and audit improvements, and greater organizational visibility, a global equipment manufacturer achieved a 4105 percent annual ROI from its ProntoForms deployment. The company leveraged an archaic pen and paper system to manage its forms. Facing compliance, time wastage, and visibility hurdles, the company modernized its form creation, submission, and consolidation processes with ProntoForms. Offering a low-code platform with specializations for the field services, ProntoForms helped deploy digital forms across the entire manufacturer. With nearly two million forms submissions per year, the company streamlined HR, regulatory compliance, health and safety, equipment assessment, and project management processes.

## THE COMPANY

The equipment manufacturer is an American company that develops, manufactures, services mechanical products. Operating across every global region with locations in nearly 60 countries, the company has over 50,000 employees, generates nearly \$15B in annual revenue, and services two million units per year.

## THE CHALLENGE

The company was previously using a combination of paper and Excel to manage the entirety of its forms and submissions process. Without a centralized system to track form progress and consolidate information, the company incurred substantial time wastage from process redundancies across virtually every department, from HR and field services to Health & Safety. Employees would take notes to transcribe later, field reps and managers would repeatedly travel back to job sites to collect missed information, and compliance audits and service projects were often delayed due to missing and incomplete forms.

The lack of technology caused friction in submitting digital assets such as videos and photos and made calculating KPIs virtually impossible. With ever-evolving Occupational Safety and Health Administration (OSHA) compliance requirements, the company encountered roadblocks with outdated form versions and the inability to validate submissions for requests for evidence (RFEs). Additionally, the lack of visibility and process standardization surrounding service projects delayed the company's ability to financially close jobs, presenting a risk to cash flow.

**Cost : Benefit  
Ratio | 1 : 11.6**

## THE STRATEGY

The company set off on a digital transformation initiative to modernize its form generation, submission, and consolidation processes. Leadership knew it had to build its digital forms through internal or outsourced developers or source a solution from a dedicated vendor. Assessing both sides of the 'Buy vs. Build' conversation, the company selected ProntoForms, a low-code platform provider specializing in field service form management.

The primary selection criteria as cited by the manufacturer include:

- Quick form development. Out-of-the-box templates and form specialists meant the company could offload the development process of forms to ProntoForms. Combining ProntoForm's specialization in field services with its low-code tools meant creating forms for Employee Onboarding, New Equipment Assessment, Job Hazard Analysis, Health & Safety, and Field-Test Data reports would only take hours as

opposed to days. Since ProntoForms offered a platform that natively consolidated submission data, form implementation times were reduced and did not require a professional developer to build integrations.

- Low total cost of ownership (TCO). In addition to the speed of form deployment to minimize development costs, ProntoForms is delivered via Software-as-a-Service (SaaS). As a cloud-native platform, ProntoForms could be deployed across the entire company at all global locations at a lower price point than implementing an on-premises system. With an end-to-end platform that managed form generation, submission, and data consolidation, the company could track individual forms and employee activity to avoid additional middleware and data management fees.

## KEY BENEFIT AREAS

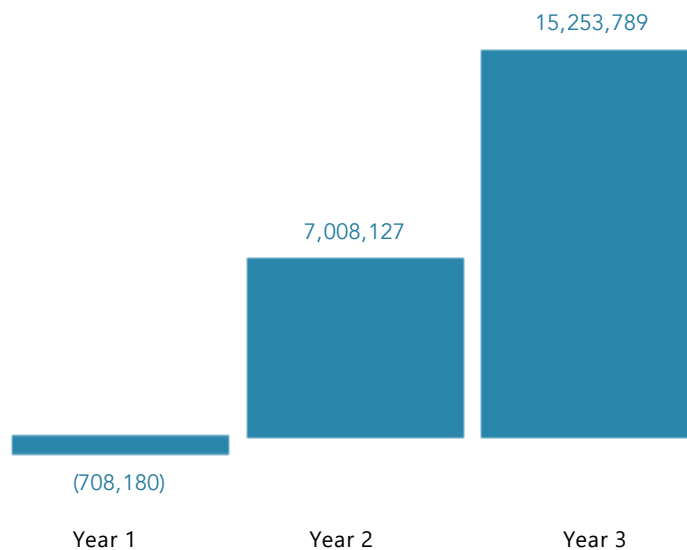
The global equipment manufacturer provider first deployed ProntoForms in its North America division, launching 70 electronic forms after a 3.5-month implementation. Since the initial deployment, the company has extended ProntoForms across all regions and departments for a total of 280 forms available to over 16,000 active users. Key benefit areas seen as a result of the ProntoForms deployment include:

- Increased field agent productivity. On the legacy pen and paper system, on-site field agents and contractors had several form submissions for OSHA and Environmental Health & Safety (EH&S) compliance, updating project progress, and closing jobs that they submitted in-person. This entailed extensive travel between remote sites and office locations, exacerbated by lengthy forms that caused field agents to miss critical information that they would then need to return for. By adopting ProntoForms, forms could be filled and submitted via tablets on-site, reducing travel time and saving the company hourly employee costs. The digitization of forms shortened the Field-Test Data Report, required to complete every service job, from 500 questions to 100 legally approved questions. By combining standardized forms with guided workflow functionality, the complexity of on-site reporting is significantly reduced. With nearly two million annual submissions, the company estimates ProntoForms saves field agents and administrators that process the data 30 minutes per form for over \$8M in savings in 2021.
- Increased administrative productivity. Integration of the platform to the company's IT ecosystem streamlined the data flows of submitted form data. The technician onboarding process was cut by 25 percent, reducing HR workload because employees could submit information directly into the company's Human Capital Management (HCM) system. Consolidating reports is accelerated as employees no longer need to manually transcribe paper forms into the central system. The reduction in manual data entry reduced human error, thereby eliminating the number of revisions and back and forth between administrators and field agents by

nearly 50 percent. Altogether regional administrators save 25 percent of total work hours that have since been redirected to analysis and aiding executive decision-making.

- Improved regulatory compliance. In addition to productivity boosts, form standardization and guided flows increased the quality of form submissions by reducing human error and missing information. Submitting video and photo proof is streamlined as digital assets are attached directly to electronic forms at the job site via mobile functionality to meet RFE requirements. Easy-to-use low-code tools enabled administrators to make quick changes to keep pace with regulatory changes. Adding new fields, questions, underlying logic, and data mappings can be done without hard-coding. During the Covid-19 pandemic, the company quickly spun up a covid health form for all employees to submit daily. By deploying the form, the company caught at least four confirmed Covid cases among its employees before entering the workplace, thereby avoiding potential health hazards, office closures, and sanitization costs.
- Improved organizational visibility. Previously, there was no centralized location where managers and executives could see a summary of all project progress to get a high-level understanding of the state of business. With the ProntoForms system, all data is in one place, and the company can now generate KPIs and monthly reports to track project, employee, and compliance targets. Additionally, the lag time between the state of jobs and reported progress was virtually eliminated, granting managers a real-time view to assess lagging and leading projects. The improved visibility facilitated regional managers to hold constructive conversations to direct resources more effectively and efficiently.

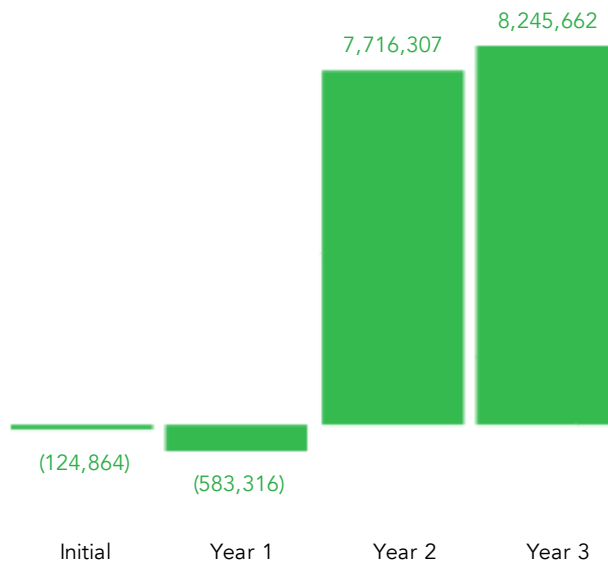
## CUMULATIVE NET BENEFIT



## KEY COST AREAS

The equipment manufacturer provider leverages the ProntoForms low-code solution platform and ProntoForm’s specialists to develop forms, incurring subscription and service costs. The largest cost area is the annual subscription fees. Additional cost areas include service fees paid to ProntoForms for form implementation specialists’ billed hours and ongoing administrative support.

## NET CASH FLOWS



## LESSONS LEARNED

The decision to leverage ProntoForms for form management was part of the equipment manufacturer’s larger modernization initiative. The state of the field services market necessitated the company to adopt mobile functionality for communication and project management, and digital forms helped it justify its mobile and tablet investments. In addition to mobile capabilities, ProntoForms enabled the company to pursue dynamic use cases, such as the Covid-19 Health Tracking form. The manufacturer continuously deepens its ProntoForms investments to develop ad-hoc forms to support specific client demands for custom projects and compliance requirements for regional regulatory agencies. The reduced audit risks helped the company maintain its OSHA and safety ratings to retain and secure contracts with customers with stringent due diligence policies.

Nucleus attributes the global equipment manufacturer’s success with ProntoForms, in part, to its phased deployment. The company determines high-priority items and develops forms in large batches once or twice per year. This approach allowed the company to prioritize departments and processes that benefit the most from form development while providing

time for employees to give feedback and assess areas of improvement for previously deployed forms. On the one hand, the company identifies areas where forms are required, and on the other, continuously improves on existing forms, shortening lengths and building integrations. Leveraging ProntoForms' form specialists and subject matter experts during these development sprints is another best practice. The company avoids overburdening its employees and minimizes development costs as the specialists are well-versed with the low-code tools and familiar with the field service industry. Each form requires, on average, 3-hours of billable time.

## **CALCULATING THE ROI**

Nucleus Research analyzed the costs of software, hardware, personnel, professional services, and user training over a three-year period to quantify the equipment manufacturer's total investment in ProntoForms technology.

Indirect benefits quantified include the time savings for field agents from streamlined form submissions as well as time savings for administrative and back-office employees from automated data consolidation and project tracking. The indirect benefit is multiplied by a correction factor to account for the inefficient transfer of time between time saved and additional time spent working.

Benefits not quantified include accelerated job closings, analytics to support decision-making, accelerated audit cycles, improved preventative maintenance, maintained OSHA, EH&S, and regional compliance, and morale improvements by reducing tedious and manual tasks.

## FINANCIAL ANALYSIS

**Annual ROI: 4105%**

**Payback period: 1.1 years**

BENEFITS	Pre-start	Year 1	Year 2	Year 3
Direct	0	0	0	0
Indirect	0	22,536	8,423,703	8,249,008
<b>Total per period</b>	<b>0</b>	<b>22,536</b>	<b>8,423,703</b>	<b>8,249,008</b>

COSTS - CAPITALIZED ASSETS	Pre-start	Year 1	Year 2	Year 3
Software	0	0	0	0
Hardware	0	0	0	0
Project consulting and personnel	0	0	0	0
<b>Total per period</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

COSTS - DEPRECIATION	Pre-start	Year 1	Year 2	Year 3
Software	0	0	0	0
Hardware	0	0	0	0
Project consulting and personnel	0	0	0	0
<b>Total per period</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

COSTS - EXPENSED	Pre-start	Year 1	Year 2	Year 3
Software	74,940	552,505	679,050	0
Hardware	0	0	0	0
Consulting	49,300	53,347	28,347	3,347
Personnel	0	0	0	0
Training	624	0	0	0
Other	0	0	0	0
<b>Total per period</b>	<b>124,864</b>	<b>605,852</b>	<b>707,397</b>	<b>3,347</b>

FINANCIAL ANALYSIS	Results	Year 1	Year 2	Year 3
All government taxes	45%			
Cost of capital	7.0%			
Net cash flow before taxes	(124,864)	(583,316)	7,716,307	8,245,662
Net cash flow after taxes	(68,675)	(320,824)	4,243,969	4,535,114
<b>Annual ROI - direct and indirect benefits</b>				<b>4105%</b>
Annual ROI - direct benefits only				-351%
Net Present Value (NPV)				7,040,340
<b>Payback period</b>				<b>1.1 years</b>
Average Annual Cost of Ownership				480,486
3-Year IRR				547%

All calculations are based on Nucleus Research's independent analysis of the expected costs and benefits associated with the solution.