Kirona
Implements Rocket to Cost-Effectively Scale Business

Rocket®

Industry
Field Service Management

Challenge
Integrate data from complex systems in a timely and effective manner, including industry-specific solutions with no APIs

Results
- Rapidly scaled business to become a dominant player in mobile workforce automation
- Averaged 25 percent increase in client efficiency, enabling clients to complete more jobs and improve customer satisfaction
- Saved some clients £100,000+ on product implementations and delivery of job services

Products
- Rocket® LegaSuite Web
- Rocket® API

Application
- Data integration and orchestration of downstream systems

Company

Headquartered in Cheshire, Kirona is a leading provider of mobile workforce automation and field service optimization solutions in the United Kingdom. More than 60,000 field-based workers around the world rely on Kirona software to help increase the number of jobs they complete each day—while reducing travel costs, administration, and overhead. The Kirona portfolio enables organizations with a mobile workforce to schedule jobs automatically. Client companies can also monitor progress in real time, optimizing the location and tracking of field-based workers to deliver more responsive customer service. Kirona's Virtual Private Cloud enables applications to be fully integrated with existing back-end systems or rolled out as independent solutions. To date, Kirona has been especially successful in helping organizations in government, healthcare, housing, and utilities optimize their field-based workforces.

Challenge

Kirona's solution comprises two major components: software that identifies a job and the best person to do that job, and a mobile platform that effectively disseminates this information. The solution captures information about the job posting, then automatically dispatches the data through mobile applications to match jobs to employees as efficiently as possible. Every day, approximately 60,000 users process potentially millions of jobs that include dozens of individual transactions and complex scheduling requirements.

In the majority of cases, Kirona serves as a conduit for the data, rather than owning it. Accordingly, the company's "secret sauce" is rapid integration of data from complex CRMs, ERPs, and EDRMS from Oracle, SAP, and other third parties into its scheduling system. As Kirona quickly expanded its business, it began working with a local Council that needed a more efficient way to manage scheduling for property maintenance engineers.

The Council's proprietary back-office system incorporated a legacy third-party application that the Kirona team needed to access. While the legacy system did have some Application Programming Interfaces (APIs) in place, the original solution vendor proposed a prohibitively expensive fee to provide access to them. Recognizing that it would encounter similar issues with prospective clients in the near future, Kirona

launched a search for a solution that would connect and create APIs in a non-invasive manner. A critical requirement for the new system was the ability to integrate data from all standard data sources such as Oracle, IBM, and Salesforce.com, and capture this data without compromising the business logic in the original system.

Solution

Given what was at stake for Kirona in scaling its business, the company looked for a true partner with whom it could establish a long-term relationship. Speed and ease of use were also key requirements in bringing Kirona's solution to market quickly. "We ultimately selected Rocket® API because of its 'provenance.' Rocket had completed thousands of implementations, proving the technology was repeatable and robust enough to manage what we saw as a small window to position ourselves as the dominant player in a rapidly emerging market," said Neil Harvey, CTO. Harvey's team also pointed to Rocket API's ease of use, from fewer required clicks to built-in intelligence that makes it simple to share data with different systems. Today, Kirona also works with a number of healthcare clients with bespoke systems that have no APIs. This integration capability has proven to be an easy means for Kirona to continue to expand its business into new industries.

Results

While Kirona customers span different industries and challenges, the typical customer experiences a 25 percent improvement in efficiency, with some customers achieving improvements of 60 percent or more. "Many of our clients see an immediate reduction in travel time, as their workers no longer have to travel into an office to pick up an assignment. Instead, they're receiving up-to-the-minute requests on their mobile device," explains Harvey. Clients can channel these workflow improvements to ultimately process more jobs and improve customer satisfaction.

The initial client that prompted Kirona's search for an API solution paid approximately £60,000 for setup of its mobile workforce optimization solution. The client would have had to pay triple that cost if it had accessed the APIs from the original third-party vendor. One Kirona Council client realized a £300,000 reduction in postage costs alone, as the organization no longer had to mail job postings to its workers.

"Rocket's strength is helping customers build services and apps without requiring access to the source code," said Harvey. "Rocket records the back-end calls made when exercising the existing applications, and transforms those into APIs that can be called from modern web and mobile applications that you develop. The current database and application are not disturbed by this process, but your end users gain new access to your existing capabilities and data." Harvey credits Rocket API for helping Kirona accelerate the time-to-market process and penetrate critical markets.

"The end users don't know about any of this complexity—nor do they care. And that's the beauty of Rocket API: it fits into different eco-systems—it sits within the technical stack and easily understands, diagnoses, and orchestrates the data from other systems—be they CRMs or custom-built legacy systems for a specific industry."

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