

GEOJOT+ SALES TRAINING

From field data collection ... to final reports



GeoJot+ Sales Training

Webinar on February 13

- Positioning GeoJot+ and the GeoJot+ selling process
- Identifying Sales Opportunities
- Sales resources
 - ✓ Sales support
 - ✓ Webinar support
 - ✓ Demo apps – emulator software
- Marketing resources
 - ✓ New GeoJot+ resellers press release
 - ✓ Web content, Images and logos
 - ✓ Email templates
 - ✓ Sample projects, lists (forms), reports, and maps



Reseller Logistics and Resources

Webinar on February 20

- Getting your website ready for GeoJot+
- Tracking your GeoJot+ leads
- Automated communication with GeoJot+ leads
- Purchasing/Order fulfillment
- Revenue Maximization
 - Recurring revenue
 - GeoJot 360 Implementation Blueprint
 - GeoJot+ training



GeoJot+

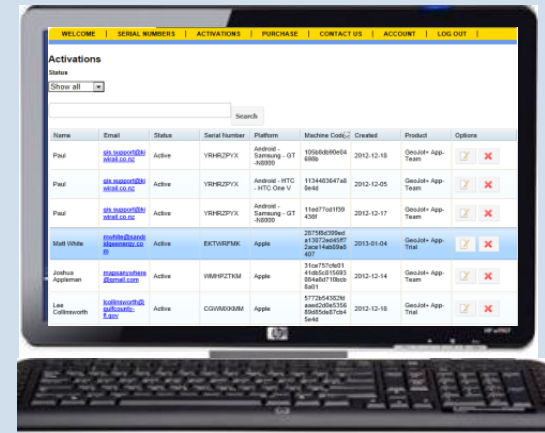
Professional GPS tool for field data collection to final reports



2. Cloud



3. GeoJot+ Core



4. GeoJot+ Administrator's Dashboard

1. GeoJot+ App

1. use Android and Apple smartphones & tablets to quickly capture field data with geotagged photos
2. automatically transfer photos & data to the office via the cloud
3. process data back in the office creating reports, maps and database input
4. manage teams: add, revoke, and transfer app licenses between Apple and Android devices

GeoJot+ Team

Collect, Transfer, Process, & Share

1. Collect



Collect geotagged photos and attributes

2. Transfer



Wirelessly transfer to office

3. Prepare



- QC & edit
- Transform
- Rename
- Watermark

4. Create

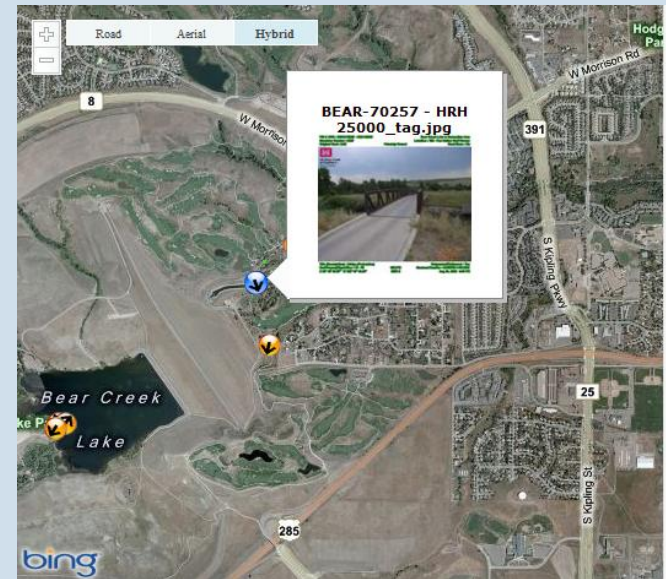


- Maps
- Reports
- RDBMS
- Web Pages

GeoJot+ helps solve business problems

Time, Money, and Competitive Advantage

- ❑ Increase revenue
- ❑ Reduce expenses
- ❑ Speed cash flow
- ❑ Address a business opportunity
- ❑ Solve a business problem
- ❑ Address a mission critical need
- ❑ Deliver a better customer experience
- ❑ Gain a competitive advantage



Some GeoJot+ Applications

- ❑ Proof of performance & compliance monitoring
- ❑ Site assessments
- ❑ Asset location & condition
- ❑ Disaster mitigation & response
- ❑ Incident response
- ❑ Environmental Surveys
- ❑ Oil Spill response
- ❑ Document: construction & restoration



Army Corp of Engineers
Real Property Audit

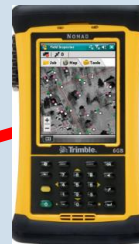
Attributes		BEAR-59023 - HRH 25000_tag.jpg	
Latitude	N 39° 39' 00"		
Longitude	W 105° 08' 46"		
Date Stamp	8/31/2009	Title: XP Bear Creek Lake & Recreation Area	
Title	XP Bear Creek Lake & Recreation Area		
PID & HRH	BEAR-59023 - HRH 25000		
Location	112 - Pelican Point		
HRH Type	Privately Owned		
Structure Number	3397		
Title (Description)	Fishing Pier		
Original Cost	0.00		
Outgranted/Outleased	Yes		
Contract Number	DACW43-1-82-6091		
Foot Shape	N/A		

GeoJot+ is a Solution Option

An Opportunity to Introduce New Users to GIS

Then:

Move users up the value chain as their needs become more sophisticated



Step One:

Introduce new users to the benefits of mobile data collection.

GeoJot+ Complements your Trimble Systems

- Connect GeoJot+ and Geo 6000 via Bluetooth to increase GeoJot+ accuracy
- Process TerraSync / Pathfinder data with GeoJot+ Core to:
 - Map both attributes and photos
 - Crop, annotate, edit, and QC photos and data
 - Batch rename photos using attribute values
 - Watermark photos
 - Output to any format: Shape Files, KML / KMZ files, MS Access, CSV, GPX, PDF, MS Word, and Web pages
- GeoJot+ Core provides an simple way to embed photos into Geodatabases - supports **geodatabase blob** files



When to Sell GeoJot+

The GeoJot+ checklist:

- ✓ Photos
- ✓ Attribute collection
- ✓ Barcode collection
- ✓ 3 to 5 meter accuracy
- ✓ Intuitive for non-GIS pros
- ✓ Optimized for teams
- ✓ Cloud transfer
- ✓ Output for every need
- ✓ Laser range finder integration
- ✓ BYOD - budget friendly

The GeoJot+ Checklist

Mapped photos AND data



Attribute	Attribute Value
Sign Type	Loading
Condition	Faded
Action Required	Replace
Retro Reflectivity	20
Caps	NA
Pole Material	Steel
Position	Roadside
Jurisdiction	Parks
Next Maintenance	Immediate

The GeoJot+ Checklist

Optimized for Teams



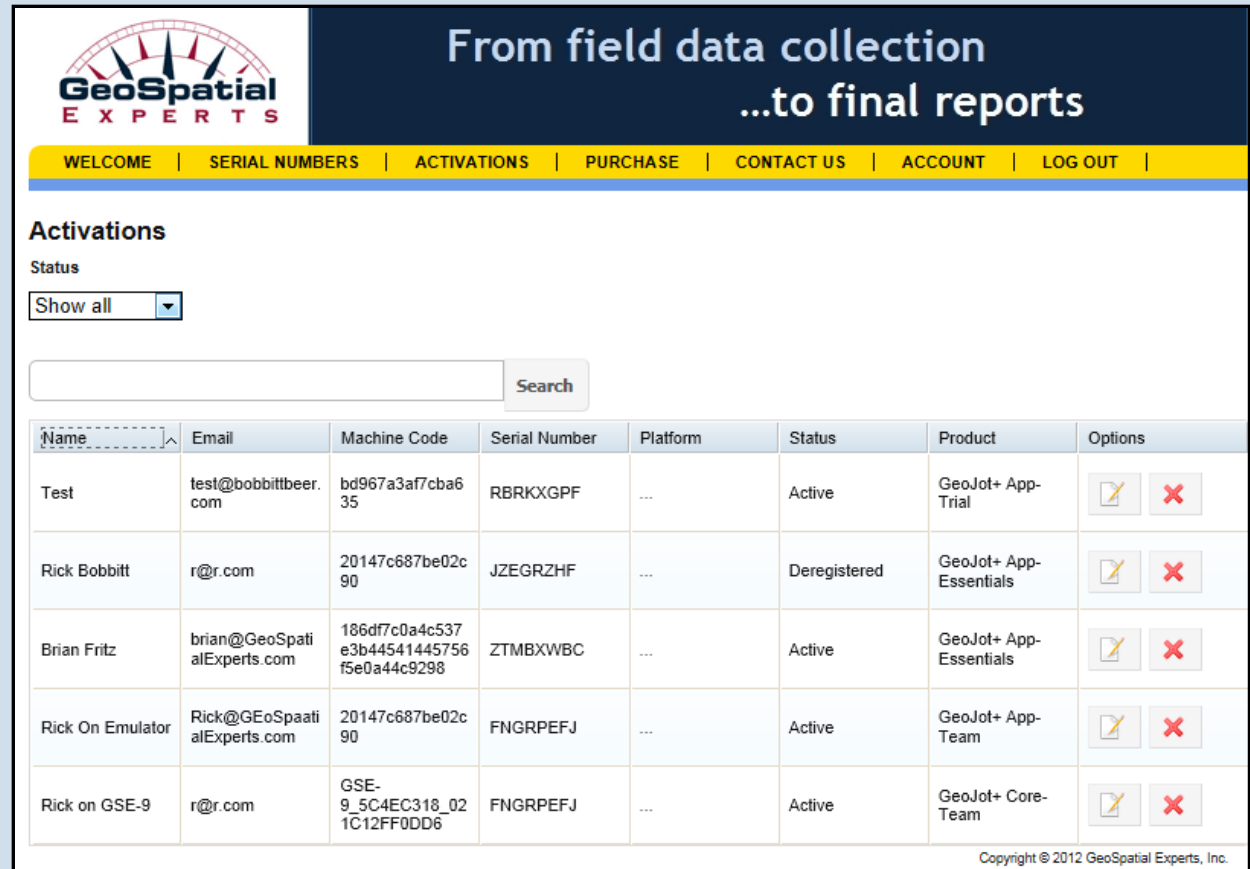
Simple app interface for use by non-GIS professionals

- Create lists in the office
- Pick lists ensure accurate and consistent data
- Email lists to field teams
- Automatically transfer data via the cloud to the office













Optimized for Teams Administrator's Dashboard

- Easily view and track subscription use
- Add or move user activations
- Revoke activations for individual users
- Move activations between Apple and Android devices



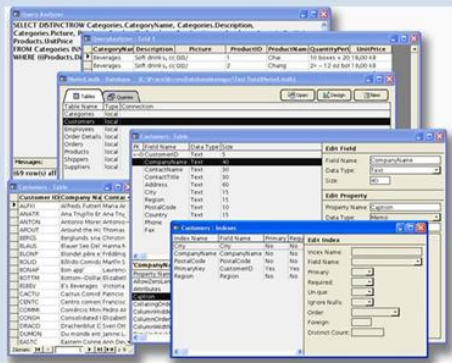
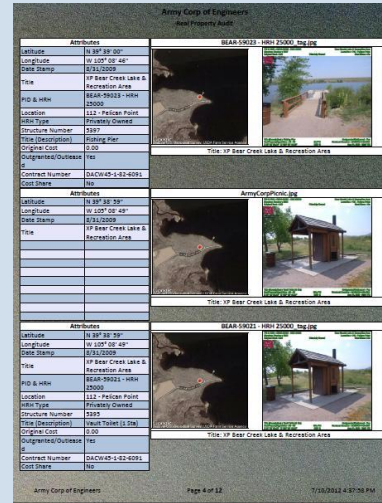
The screenshot displays the GeoSpatial Experts Administrator's Dashboard. At the top left is the GeoSpatial Experts logo. To the right, a dark blue banner reads "From field data collection ...to final reports". Below this is a yellow navigation bar with links: WELCOME, SERIAL NUMBERS, ACTIVATIONS, PURCHASE, CONTACT US, ACCOUNT, and LOG OUT. The main content area is titled "Activations" and includes a "Status" dropdown menu set to "Show all" and a search box with a "Search" button. Below these is a table with the following data:

Name	Email	Machine Code	Serial Number	Platform	Status	Product	Options
Test	test@bobbittbeer.com	bd967a3af7cba635	RBRKXGPF	...	Active	GeoJot+ App-Trial	 
Rick Bobbitt	r@r.com	20147c687be02c90	JZEGRZHF	...	Deregistered	GeoJot+ App-Essentials	 
Brian Fritz	brian@GeoSpatialExperts.com	186df7c0a4c537e3b44541445756f5e0a44c9298	ZTMBXWBC	...	Active	GeoJot+ App-Essentials	 
Rick On Emulator	Rick@GEOspatialExperts.com	20147c687be02c90	FNGRPEFJ	...	Active	GeoJot+ App-Team	 
Rick on GSE-9	r@r.com	GSE-9_5C4EC318_021C12FF0DD6	FNGRPEFJ	...	Active	GeoJot+ Core-Team	 

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GeoJot+ Checklist: Output for Every Need

- ❑ Client Reports
- ❑ Watermarked Photos
- ❑ Database input
- ❑ Web Pages



- ❑ Google Earth files
- ❑ ArcGIS Shape Files & Geodatabases



GeoJot+ Checklist

the complete system

From field data collection to final reports:

- Photographs
- Barcodes
- Attributes
- Data QA/QC
- Mapped locations and reports
- Cloud-based data transfer
- Input for databases & mapping systems



Identifying GeoJot+ Sales Opportunities



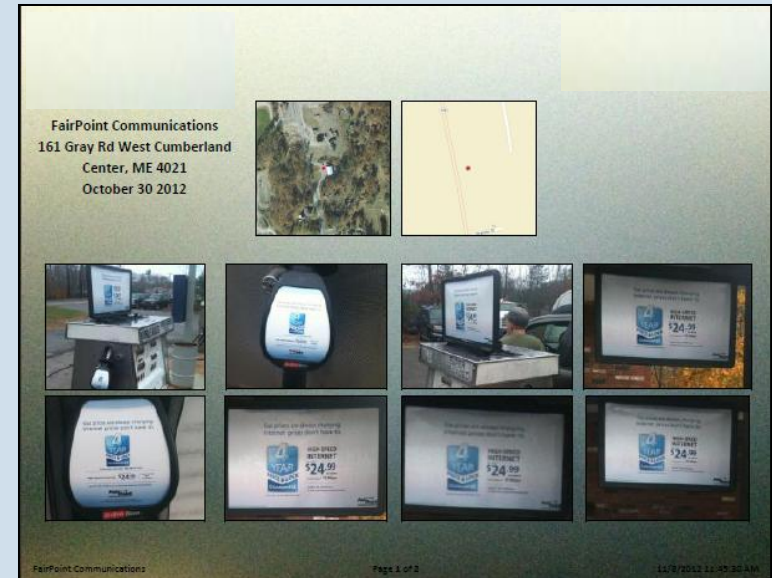
Time, Money, and Competitive Advantage

- ❑ Increase revenue
- ❑ Reduce expenses
- ❑ Speed cash flow
- ❑ Address a business opportunity
- ❑ Solve a business problem
- ❑ Address a mission critical need
- ❑ Speed information to decision makers
- ❑ Deliver a better customer experience
- ❑ Gain a competitive advantage



Gain Competitive Advantage with GeoJot+

- Deliver more value to clients
- Speed information to clients
- Control expenses
- Increase revenue



“Improve value delivered to clients by providing actionable information in any form the client wants: reports, database, maps. Exploit new revenue opportunities based on field photo data collection. Reduce operations costs with improved contractor management, reduced data re-collection, and less inaccurate or inconsistent data.”

Increase Revenue with GeoJot+

- Reduce work backlogs
- Improve professional image with clients
- Increase business & revenue opportunities
- Exploit new revenue opportunities



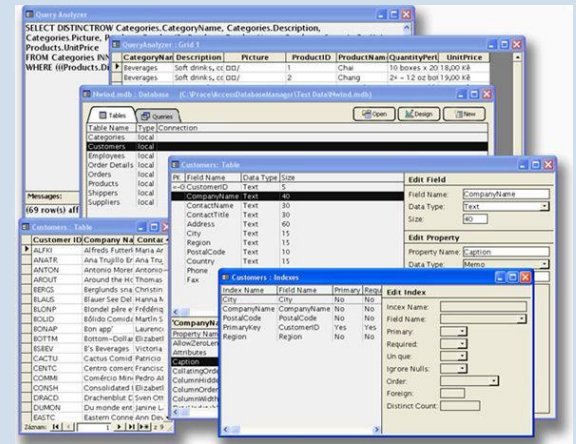
Control Expenses with GeoJot+

- Reduce poor data quality
- Better deploy field teams
- Monitor performance
- Provide proof of performance
- Reduce missed deadlines
- Reduce re-work: collect actionable data once



Deliver More Value to End-Users

- Real time field information transfer
- Reduce client-visible re-work
- Control information for quality & consistency
- ID problems that can be solved with better information & reporting
- Provide information to clients in any form



Identify GeoJot+ Sales Opportunities

- Compliance
- Proof of Performance
- Asset inventories / inspections
- Incident reporting
- Disaster response
- GPS-Photo Link installed base
- Ricoh users



Sales Opportunity

Example: Compliance Assessment



Attribute

Attribute Value

Compliance	Multiple Issues Reconstruction Needed
Curb ramp width	Greater or equal to 4'
Ramp running slope	Ramp slope > 8.3%
Date Time Stamp	7/25/2012 10:29
Ramp cross slope	Greater than 2% cross slope
Side flare slope	Flare slope > 10% slope grass adjacent
Top landing dimensions	Landing greater than 48" square
Top landing slope	Landing slope exceeds 2%
Bottom landing dimensions	No Landing
Bottom landing slope	No Landing
Displacement	None
Detectable warning width	No ramp
Detectable warning length	No detectable warning
Detectable warning color contrast	No detectable warning
Protrusions	None
Obstructions	None
Drainage	Drain is less than 6' away
Priority	Low- Usable

Compliance and Proof of Performance

Compliance Project Goals:

- Fix serious problems
- Avoid penalties
- Avoid cost increases
- Attract project sponsors
- Work on funded projects
- Use other people's money
- Speed cash flow



GeoJot+ for Compliance Management

Preparation

- Violations Audit
- Situation assessment
- Regulatory inspections
- Defect / deficiency documentation

Action

- Need definition
- Information required
- Actions definition
- Progress reports
- Acceptation reporting

Validation

- Compliance reports
- Proof of Performance reports
- On-going compliance monitoring system

The GeoJot+ Selling Process

1. Understand the prospect's needs.
(diagnose the pain or Identify the opportunity)
2. Understand the impact of their problem.
(mission critical? deadlines?, compliance?, cost control?)
3. What combination of hardware, software, workflow, consulting might help them solve their problem
4. Understand the scope of the solution: size of mobile team / number of field devices needed, are funds available?



The GeoJot+ Selling Process

5. Solution selling - what is the initial sale and what is the future opportunity.
6. Solution selling - help prospect visualize how the use of GeoJot+ will help solve their business problem.
7. Confirm :
“From what I’ve heard, if you had the ability to collect .photos and attributes and quickly provide your decision makers with mapped and database information in reports, databases and mapping systems, could you solve the problem?”

 Always sell: Consulting, implementation support, training

GeoJot+

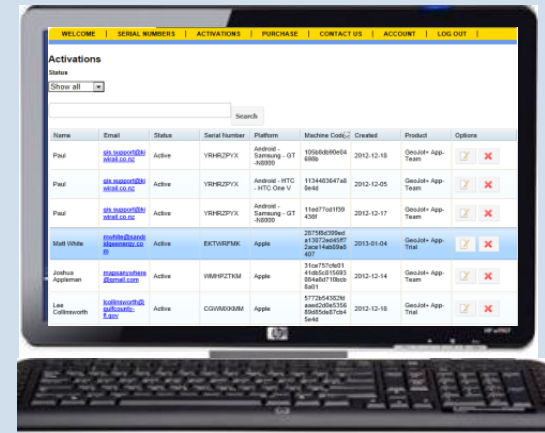
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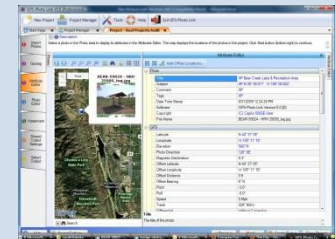
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Marketing Resources

Marketing resources

- New GeoJot+ resellers press release
- GeoJot+ announcement
- GeoJot+ LTI webinar
- Web content, Images and logos
- Email templates
- Sample projects, lists (forms), reports, and maps



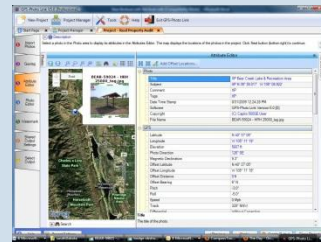
Marketing Resources

GeoJot+ reseller webpage

<https://www.geospatialexperts.com/GSE%20Resellers.php>



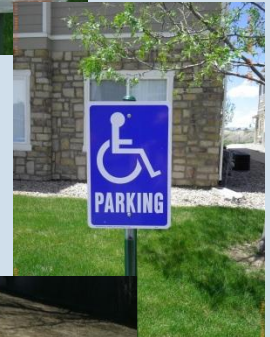
- Reseller Handbook
- Web content, images and logos
- Email templates
- Sample projects, lists (forms), reports, and maps
- Training webinars – ppt & recorded webinar



Demo Project

City Park District Sign & Outdoor Asset Audit

- Download the project from the GSE reseller webpage
- Copy it to the area where you are keeping your GeoJot+ reseller files
- Open GeoJot+ Core and go to the Project Manager
- Select the include button near the top of the screen
- Navigate to the City Park project, within that folder you will find the . Gplprj file. Select it.



Press Release



Press release at the end of February announcing the GeoJot+ resellers.

- Go out to all GeoSpatial publications
- Please let us know if there are other publications you would like us to send it to
- We can give you the press release to send on to your local media outlets

Email Announcement

GeoSpatial Experts will provide template on the reseller page

- Go out to your database
- Educate existing customers
- Warm up cold leads



Joint webinar with LTI



GeoJot+ with LTI Laser Rangefinders



- Wednesday April 10th at 1pm MST
- Webinar will be publicized through ads and press releases in many of the GIS publications
- Leads will be passed on to resellers based on zip code and vertical/application
- We will provide invitation so you can promote it to your base



Marketing Resources and Support

REGISTER NOW

Webinar support

- Promotion
- Support in the presentation of the webinar
- Demo apps: emulator software
 - ✓ Reflector for Apple
 - ✓ MyMobiler for Android



The Reflector app



- Works on: iPad 2, iPad (3rd gen), iPad (4th gen), iPad mini, iPhone 4S and 5, iPod touch (5th gen)
- <http://www.reflectorapp.com/>
- \$12.99/license or \$54.99/5 seats

The Reflector app



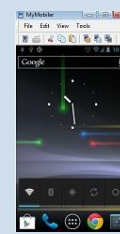
- **ALWAYS** test before a presentation using the presentation devices and the Wi-Fi connection you will be using during the presentation.
- **ALWAYS** test it using all the other programs you will run concurrently
- Your PC and iOS device **must be on the same network** to communicate. This means your iPad or iPhone must be connected to Wi-Fi as Reflector can't communicate over 3G. **Make sure your devices are using the same Wi-Fi access point** as well.
- Lastly, ensure there is not a software firewall running in Windows or a hardware firewall on your network. If you're on a corporate network, you may need to have your IT department allow TCP ports 7000, 47000, 7100, 49228, 50259 and UDP 62572, 54780 to be open to communicate.

The Reflector app



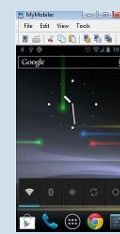
- Download the Reflector installer and run it. Be sure to enable access for your firewall if prompted.
- After launching the app, double-tap the home button on your iPhone/iPad and swipe right on the multitask tray until you see the AirPlay icon next to the volume slider.
- Tap this and select your PC from the list. Last, toggle the "Mirror" switch. Just mirrors display from iPhone but doesn't allow interaction
- Turns itself into the Airplay server – built into Apple devices to connect to Airplay devices. Turns your PC into an Airplay server. Install on the computer but nothing to install on Apple device.
- Use device screen (not keyboard and mouse)

The MyMobiler app



- The MyMobiler desktop application controls your Android device through USB connection or WiFi.
- Android OS version 2.2 or later.
- It allows you to see your mobile device remotely and capture the screen or video. What you see in the desktop application is mirroring your device screen.
- You can use the device screen or you can interact with your device using your mouse and keyboard.

The MyMobiler app



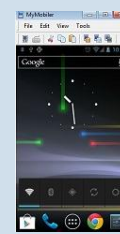
- The app is free
- You will need to install both the desktop component and the app on your Android device
- **ALWAYS** test it with your network connections and all programs
- Set up instructions for the Android and the Desktop at:
<http://www.mymobiler.com/android-setup-start.html>

The MyMobiler app



- Step 1: Install the app from the Google Play Store.
<https://play.google.com/store/apps/details?id=com.mymobiler.android>
- Step 2: Install the USB driver for your Android device. This allows you to connect your Android device to your PC via a USB connection. We highly recommend using a USB connection during presentations.
- Step 3: DO enable the USB debugging. You DO NOT need to enable the Unknown Source if you downloaded the app from the Google Play Store in step 1 above.

The MyMobiler app



- Step 4: Connect your Android device to your PC with a USB cable
- Step 5: Install MyMobiler Desktop
- Step 6: Connect from your PC
- Step 7: Click on the app on your Android. The set up screen will appear. Go through the 3 set up steps in the MyMobiler Android set up for Mobiler Service, Keypad, and Display.

Reseller Logistics and Resources

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