Modernizing Government Field Services

Sales Guide | Transforming Service Delivery

Why Apple

5G ready

Familiar and easy to use

Durable and reliable devices

Secure by design

Privacy built in

Easy to manage and deploy

Designed to reduce environmental impact

Suggested Devices and Accessories

iPad 10.2-inch with Wi-Fi + Cellular
(9th generation and later)

iPad Pro 11-inch with Wi-Fi + Cellular
(5th generation and later)

Smart Keyboard, Smart Keyboard Folio

iPhone SE (3rd generation and later)

iPhone 13 lineup

iPhone 12 lineup

iPad mini with Wi-Fi + Cellular
(6th generation and later)

Apple Pencil (2nd generation and later)

Ruggedized case and antiglare screen glass

Sales Resources

Target Customers

Talking Points

Customer Flyer and Email Template

Overview

We trust the government to safeguard essential assets and services, from the air we breathe to the food we eat to the roads and bridges we use. Inspection and compliance enforcement help the government keep us safe, and the majority of this work is done in the field. Without the right tools, it's difficult for government employees to do their work efficiently. This can lead to work delays, duplication of efforts, frustrated residents, and added cost.

By rethinking how employees do their work and giving them the right tools to do so, government agencies can help their employees be more productive and more efficient, no matter where they are. Apple can help government agencies improve fieldwork with devices that are easy to use, deploy, and manage at scale. Apple solutions are reliable and secure and offer a variety of powerful built-in tools and apps that allow employees to access their systems of record in the field.

Conversation Objectives

▶ Demonstrate the urgency and impact on the community when government field services employees rely on outdated and manual processes or solutions that don't solve users' needs, and how this can create inefficiencies, delays in services, and added hidden costs.

▶ Share how government customers with a large field workforce can replace multiple tools with one device to streamline the collection of information in real time as well as the impact of doing so.

▶ Highlight how today's workforce wants technology to allow them to work from anywhere. Discuss how technology can help with job satisfaction, eliminate duplication, save time, and increase productivity.

▶ Help government customers understand the power of the Apple ecosystem and partners in streamlining and digitizing fieldwork.

Target Audience

The target audience includes any agency with field crews, like public works or transportation departments, environmental protection, streets and roads, government-owned water or utility, housing, family services, and so on.

▶ IT directors/chief information officers (CIO): Technical operations and technology strategy leadership

▶ Agency executives: Director of field-based agencies, city or county manager, chief administrative officer (CA), head of human relations, head of finance, and so on

▶ Line of business: Department head, field supervisor, crew foremen, and so on

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Key Messages

Productivity apps at your fingertips

iPhone and iPad help employees remain productive wherever their work takes them. iPad brings desktop computing power to the field. Field workers can access popular tools like Google Workspace, Microsoft Office, Microsoft Teams, Box, Microsoft OneDrive, and built-in apps such as Calendar, Mail, and Notes. With iPhone and iPad, employees can multitask and stay in the field longer, completing more work more quickly.

5G brings a new level of performance

Faster downloads and uploads, higher-quality video streaming, more responsive collaboration, and real-time interactivity are things government employees depend on every day to do their work. The iPhone 12 and iPhone 13 product lines and iPad Pro support a huge range of 5G bands, including Ultra Wideband 5G— so government can enable employees to use 5G in more places.

Remote expertise and on-demand team collaboration in the field, anytime and anywhere

Field employees can connect with experts and other field crews through FaceTime, Microsoft Teams, Cisco Webex, Zoom and more, anytime. These tools allow teams to solve problems on the go and save multiple trips to and from the office. It also ensures that crews who are mobilized to where they are needed the most have the tools they need to stay in touch.

Field-based data collection

Field specialists can take high-quality pictures and videos, record sound, and scan assets; information captured is automatically geotagged and ready to share in real time. They can fill out forms using Scribble and Apple Pencil to enter text in any text field, even with gloves on. And they can dictate text to compose emails, messages and take notes even without connectivity.

Augmented reality (AR) and LiDAR

Powerful and intuitive iOS apps can transform field service operations using AR. With the right apps, field crews can visualize underground elements, locate utility assets more quickly, and help teams view and accurately document location, faults, and work-order history. With the right apps, data can be synchronized with back-end systems of record, ensuring that public asset records are always up to date and meet regulatory and compliance standards.

Apple devices are the best choice for employees and IT teams

They're easy to use, durable, reliable, secure by design, have privacy built in, and are easy to deploy and manage. AppleCare for Enterprise can help reduce the load on the internal IT help desk and support teams.