

NEW YORK, Sept. 10, 2013 /PRNewswire/ -- Reportlinker.com announces that a new market research report is available in its catalogue:

Utility Mobile Workforce Management http://www.reportlinker.com/p01619390/Utility-Mobile-Workforce-Management.html#utm_source=prnewswire&utm_medium=pr&utm_campaign=Wireless_Technology

Mobile Workforce Applications and Devices for Utility Markets: Global Market Analysis and Forecasts

The topic of mobile workforce management is not new to utilities. During the past 20 years, the value of mobilizing a workforce with devices, services, and applications has been clearly demonstrated. However, not all utilities have adopted mobile workforce management solutions or deployed them to their full capability, indicating that there is ample opportunity for growth in this market. For utilities, driving efficiencies and achieving cost savings are the top reasons to invest in and upgrade their mobile workforce management deployments. In recent years, using mobile workforce management to improve customer service and assist in the prioritization of jobs has become common. Utilities realize that mobile workforce solutions can help them overcome some of the largest challenges they face, including finding ways to do more with fewer employees and prepare for emergency situations. In addition to being driven by increased capabilities and technological advances, the growth of smartphones and tablet computers is also causing utilities to reevaluate their investment in this space. Navigant Research forecasts that the global utility mobile workforce will grow from over 1.2 million employees in 2013 to more than 2.4 million by 2020. This Navigant Research report analyzes the global market for mobile workforce management solutions in the utility sector. The study provides an analysis of key drivers, workforce challenges, and barriers to utility adoption of mobile workforce management solutions. Global market forecasts of mobile utility workforce employees and mobile workforce management expenditures by region extend through 2020. The report also examines the applications commonly used by the field force and home office personnel and profiles select industry players.

Key Questions Addressed:

What are the key benefits of mobile workforce management for utilities? Which types of activities are being mobilized, from both the field force and home office perspectives? What are the benefits utilities see when they deploy mobile workforce management solutions? How are new devices and technologies affecting mobile workforce deployments? What are the drivers and challenges that utilities face as they deploy mobile workforce management solutions? What is the current state of utility mobile workforce management deployment around the world? How large is the market for utility mobile workforce management solutions?

Who needs this report?

Workforce management software and services companies
Mobile device manufacturers
Electric, gas, and water utilities
Investor community

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