



We are a SaaS
provider ... **The
Buyers Guide**

www.arnlea.com

Buying SaaS solutions is never simple. You're already overwhelmed and busy running a business and choosing the right software to streamline operations adds extra layers of pressure.

The most challenging part of this process is finding the right partner, a provider that understands your company's needs and can embrace change and adapt to specific corporate requirements.

As a decision-maker, you rarely have time to do in-depth research and go through buying processes with several potential partners at the same time. What tends to happen is that you end up checking out several products online, hoping that the most suitable will reveal itself at the right time. Unfortunately, it rarely happens.

From Arnlea's point of view, we can't promise you a simple SaaS implementation project nor overnight solutions, but we can explain to you our buying process and what you should expect every time you get in touch with our company.





This guide aims to describe each one of the three steps of our buying process. It shows you how we work and why we do what we do. We've analysed previous interactions and SaaS implementation projects and have come up with a protocol that enables us to provide the best services and ease your pain points when choosing the right SaaS provider.

At Arnlea, we're developers at heart. Process design and enhancements are essential parts of our jobs, so we've taken a closer look at how we close a sale to identify three distinct stages:



DISCOVER

[aware | identify need]



ENGAGE

[identify options | evaluate]



BUY

[decide | place order]

We'll dedicate a separate chapter to each of these three steps. Hopefully, it will help you to visualise every interaction with our company and make an educated buying decision for the best outcome for your business.

Before we start, let's take a closer look at what you're buying and how our industrial mobile software can help your business.



Chapter 1

TRANSFORMING YOUR BUSINESS DECISION-MAKING

We've developed our Intrinx software to streamline workflows for front-line supply chain and operations personnel. Arnlea's software can help your staff work better and faster thanks to the latest mobile and AIDC technology on the market.

We're aware of the specific needs of our customers and we put all our expertise in the industry at work to create customised hardware and software solutions that meet requirements across multiple working scenarios.

Multiple types of mobile devices

Our hardware solutions include smartphone-like handheld devices, tablets, and Zone 1 ATEX-certified handheld devices suitable for potentially explosive atmospheres.

We can also supply you with fixed readers for specific points in your supply chain, along with RFID tags and bar codes to enable tracking and tracing of equipment, materials, and containers.

We'll help you find the optimal solutions to increase productivity and keep your employees safe in all working environments.

Secure integration with your ERP/EAM system

The Intrinsic software integrates tightly and securely with your existing corporate and asset management systems.

At the same time, it addresses the need for a secure environment with the validation and authentication of ERP/EAM system users on its handheld mobile devices.





A standalone solution

You can also run Intrinsic as a standalone system if necessary. Our SaaS solution comes with an integrated database that allows office and field-based management and staff to use their desktop computers, for data entry and processing.

The software includes a comprehensive web-based reporting tool, which enables management to make faster, better-informed decisions.

Effective offline mode

For workplaces where your staff can't connect to your system in real-time, our mobile devices can capture and retain data safely and securely. The data transfer can take place in as soon as the device arrives in a connected environment or when Wi-Fi connectivity is re-established.



Chapter 2

Buying from Arnlea: the DISCOVER stage

[aware | identify need]

Switching from traditional methods to SaaS is a big step forward, and change can't happen overnight. For example, new ATEX inspection software replaces spreadsheets, pencils, and working habits that have been perfected during years of hard work and dedication.

Suddenly, your employees find themselves in front of a new challenge; and we all know how hard it can be to accept change.

Alternatively, if you already use software for ATEX inspection, switching to a new provider doesn't come easy either. Change is less impactful, but it still influences the way your staff works and treats data within your system.

That's why we've created these stages with companies like yours in mind. We don't have a one-size-fits-all solution for all our potential clients. Instead, we adapt to your employees' working habits and needs, to make sure the change is smooth and doesn't confuse your experts so they can continue to do their jobs efficiently.

The Discover stage is critical for both the buyer and our company. It's the phase of the first interaction between our companies. Moreover, there's a high chance that you get to know us before we become aware of it. Whether you find us through market research, word of mouth, or thanks to previous experience with our software, you get the first move.



What you should consider in this first phase of the process:

- Your corporate strategy, after examining your business goals for the next five years and beyond.
- HSEQ requirements, which are critical drivers for any business in the Energy industry.
- The possibility to benefit from new opportunities for fiscal prudence.
- Tools that increase employee productivity and improve the methods in which safety inspections, maintenance processes, or inventory tracking are conducted.

According to our estimates, a company needs between three and six months to complete the initial phase of the buying process. You can assign this corporate soul-searching to a single person or a team. Either way, we call them project champions, because most of the times, they champion the best idea or business case through to completion.

The Discover stage starts when you realise that you need more useful tools in place, so you begin to do some research independently. Our part in this phase is to provide you with valuable information the best way we can. We believe this step is vital to help you understand the challenges and see the benefits of implementing our Intrinsix software.

What you should expect from Arnlea in the Discover stage:

- High-quality, **exhaustive information** about our product and SaaS implementation as a whole.
- Assistance with enquiries, **financial questions**, including typical savings and **ROI, solution options**, and other data that can help your project champion to build a compelling business case.
- Answers to any concerns about how Intrinx influences your current **supply chain and inspection systems**.
- Help to set a **realistic budget** and overcome the limitations of your current processes when possible.
- A presentation of **different options** available in the market and how they can be integrated with your current systems.
- **Practical solutions** to take the project forward to the next stage.
- Commitment to ensure that all **process-critical elements** are incorporated into the final product so that you have a solution that is not only appropriate and flexible but also has an attractive and straightforward UX/UI.
- Viable suggestions for a transition to the new system that is quickly and easy, with the **minimum disruption and optimum benefit** for your teams and business as a whole.

At this stage, our ultimate goal is to improve your company's current situation by establishing your needs, drivers, and external resources. It's a process that can take as much as ten months. Why so long? Because we need time to analyse how you inspect, measure, report, and evaluate the Ex equipment, maintenance systems or inventory tracking. It's a job that Arnlea's Business Development and Technical teams take pretty seriously, as the success of the entire project depends on it.

It's also an excellent opportunity for you to evaluate the offer thoroughly and analyse the pros and cons of implementing our software. You want to make sure that your SaaS partner provides you with a practical, productive solution that benefits the whole business and is straightforward to introduce to your teams.

If you don't have everything figured out after the first meetings, there's nothing to worry about. Our Business Development team remains in contact with you in case of any hold-ups.



Chapter 3

The ENGAGE stage

[identify options | evaluate]

In the Engage stage, we switch from an open relationship to a more serious connection.

We understand you're still not ready to commit, but we'll still want our Business Development team to move in and explain to you how the software works.

Whether you're interested in options for inspection, inventory, or maintenance, we will discuss your business needs, your pain points and how our products can help, including your ROI (return on investment). This way, you make an educated buying decision and have clear expectations from our future interactions.

Based on the analysis conducted in the first stage, we are now able to present you the benefits of our software to your business.





Currently, Arnlea provides three solutions for companies in the Energy industry, ideally suited to life on or offshore:

- **IntrinsicMM** the software that enables track & trace of all stock, materials and equipment for effective materials management.
- **IntrinsicIM**, the right tool to ensure safety and the effective operations, inspections and maintenance of equipment.
- **IntrinsicEX**, our solution for hazardous area inspections and maintenance based on mobile Auto-ID technology such as RFID tags.

Once in the Engage stage, we're only going to discuss opportunities related to the type of product you're interested in. This way, we can build a tailored plan that is focused on your requirements, issues, pain points and ROI and is suitable for your company only.

We organise a series of meetings on your site or at any location that is relevant to your business. This approach allows us to provide optimal solutions that match your operations perfectly.

By now, we'll have a clear image of your goals, so we can help you choose the best solutions based on your specific operations. Whether you want to speed up inspections, boost productivity, or improve reporting and data management, we have you covered.



What you should expect from Arnlea at this point in our relationship:

- Highly customised **software integration strategies**, specially created, to meet your company's specific needs.
- Insights and **indicative pricing**, with **Return on Investment** calculations so that you can have a clear idea of the scope of the project.
- An exhaustive offer of **tools necessary to operate our SaaS product**. We can provide tablets, Bluetooth pens for RFID tags, smartphone-sized devices, and other hardware necessary to operate the changes efficiently.
- Vendor **workshops** and Intrinsix product demos for your IT team and project champions to ensure the full understanding of the impact that our software has on the business.
- Possible **meetings** with our current customers who can share feedback on their buyer journey and benefits from using our software.

During the Engage stage, you'll get to know our product pretty well. You'll find that Intrinsix is a user-friendly software that stands out from the crowd thanks to our investment in the user interface and user experience.

We'll know you're ready to move on to the next stage in the buying process when your team gets familiar with our software. It usually takes a couple of months, but we have had clients go through this process faster. It all depends on your availability and motivation. This product familiarisation is vital because it enables your employees to engage with our software right from the start. By the time you integrate Intrinsix into your current processes, your staff gain the right abilities to use the software efficiently. It helps you to overcome any challenges that usually show up during transition stages.

Chapter 4

The BUY stage

[decide | place order]

If you find yourself in the Buy stage, you've decided that Arnlea is the right SaaS provider. Congratulations, and we're happy to guide you further to show you why your choice is a smart one.

So, let's take a closer look at the buying process at this stage. Mostly, it's paperwork and signing contracts, as well as activation of the cloud-based Intrinsix licence.

A man in a dark suit and blue tie is holding a tablet. A semi-transparent teal box is overlaid on the tablet, containing the text 'License Agreement' and a list of items represented by horizontal lines and bullet points.

License Agreement

What we'll discuss during the Buy stage:



Software license: details like scope, term, and support



Services: we'll clarify everything on cloud deployment, testing, training, and integration.



Equipment: handhelds, tablets, RFID readers & tags, peripherals; it's your choice.

It may seem like something we can take care of in a couple of hours. Unfortunately, it takes a little longer than that. It's going to be slow and, sometimes, might even feel a little painful, like most negotiations and contractual discussions between companies.

However, it's all necessary, from quotations to agreements about devices to purchase orders. We curate every detail to make sure that your procurement and IT teams understand the ins and outs of what you've requested. This way, you have everything that you need when you need it, with no hidden costs.

The sooner we have everything cleared, the easier it becomes to set everything up so that you can benefit from our technology. The buying process is completed once we activate the cloud-based Intrinsic license.

It's a long journey that can take as much as 15 to 18 months, from the first time we get in touch until you get to use our software. During this period, we'll work together to include all your process-critical elements in the project. You're permanently in touch with our Business Development and Operations teams, which allows us to provide you with a global solution to meet your local needs.

Chapter 5

What's next?

The buying process might be over, but we still have work to do. After we activate your licence, we spend time training and working with your teams to embed the software into your users' daily schedule.

You'll have our support team available to answer any queries and questions that may arise as your teams begin working with Intrinsic. As SaaS providers, we're aware of the importance of functionality and user experience when working in this industry. We have our clients' best interests at heart, and we dedicate significant resources to helping you get the most out of using Intrinsic.

We also have a solid knowledge base and blogs to guide you and make sure that each of your staff members has the best user experience possible, on and offshore.

So, can you say in which stage of the buying process you find yourself and, most importantly, are you ready to do what it takes to move on to the next phase? We'd be more than happy to guide you throughout this worthwhile experience.





Accreditations and Memberships



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