



Totalmobile

# Totalmobile : FY2019

*A year in review*

# Introduction

2019 witnessed Totalmobile's transformation strategy come of age as the business grew to become the largest independent provider of Field Service Management Software in the UK. All target expectations were exceeded with the business delivering significant progress across all key lines of development including:

## Revenue Growth

Increasing YoY by  
**70%**  
(to £18.7 million)

## EBITDA Growth

Increasing YoY by  
**295%**  
(to £4.8 million)

## EBITDA Margin Growth

Increasing from 11% to  
**26%**

## Annual Recurring Revenues

Increasing to  
**£12.9 million**  
(60% of revenues)

## Year on Year Software Bookings

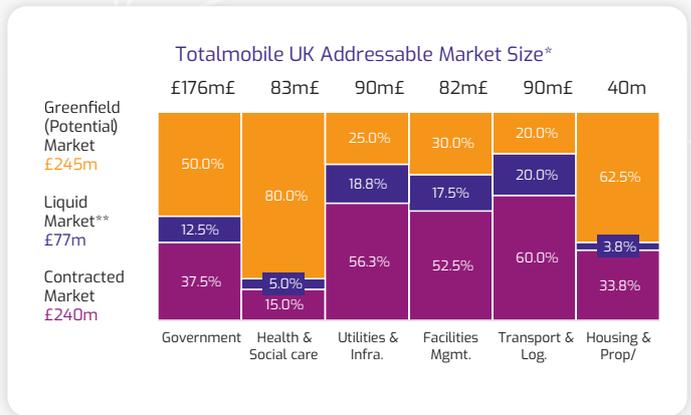
Increasing YoY by  
**83%**

- Quarterly Software Bookings Average - Increasing to >£2.5 million;
- Revenue Per Head - Increasing to >£105,000;
- New Customer Win Rates - Increasing YoY by 45%;
- Delivering 42 new customers on multi-year agreements;
- Continued migration of long-standing customers onto the business' SaaS software platform;
- Acquiring two high-performing and complementary businesses, strengthening Totalmobile's technology, management and presence in key verticals;
- Enhancing the SaaS product proposition in advanced automation, IoT-enablement, AI and machine learning;
- Establishing a network of three Product Centres of Excellence and a central shared services centre across the UK;
- Growing the team from 131 to 173 people and integrating the development and product departments;
- Further strengthening the leadership and management teams.



# Market overview

Totalmobile is uniquely positioned to further increase its share of the rapidly growing Field Service Management Market, which is estimated to be worth over £500 million in the UK, \$3.6 billion globally and which is growing at 14% CAGR. The total addressable market is expected to grow to \$6.1 billion by 2024.



Totalmobile's proposition is closely aligned to long-term digital transformation trends in its core markets. Both public and private sector organisations are demonstrating sustained commitment to investing in optimisation, automation, IoT and analytics solutions that enhance front-line services whilst delivering significant cost savings.

Totalmobile's technology is also meeting their wider needs around harnessing data, compliance assurance, reducing carbon emissions and creating a positive employee experience for remote workers. Customers in this market have also been evidenced to prioritise software quality over price. This reflects their focus on maximising the gains that they can achieve, in areas such as cost, capacity, compliance and customer satisfaction, through the adoption of Field Service Management software.

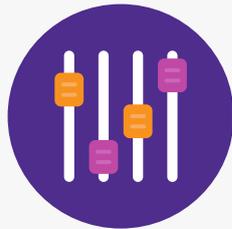


# Totalmobile's Products and Solutions

Totalmobile's innovative SaaS software is key to competitive advantage across the vertical markets it serves. It has a proven track record of generating transformational ROI and is the result of over 300 combined years of product development. During 2019 the business made great strides in further enhancing functionality and usability across its comprehensive suite of SaaS Field Service Management tools.



Mobilise



Optimise



Connect



Sense



Insight

Mobilise, Totalmobile's mobile workforce management product, remains the cornerstone of the company's success, with customers taking advantage of its range of innovative capabilities to modernise workflows and increase the efficiency of their remote workers. The flexibility of the solution continues to generate a high number of new opportunities with existing customers and prospects alike.

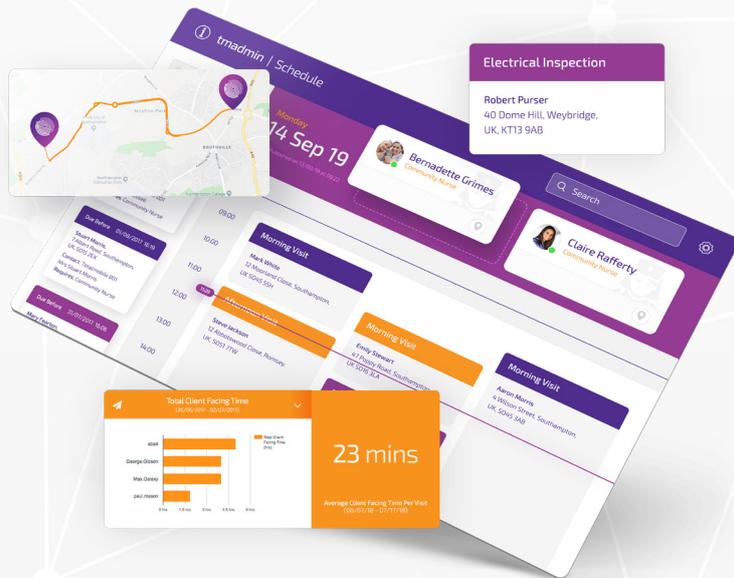
Totalmobile also saw significant adoption of Optimise in 2019, the dynamic scheduling solution that enables organisations to more efficiently schedule their workforce to demand. The business completed its first deployment of Optimise within the Health and Social Care sector, and it anticipates this will be an area of strong growth over the next 12 months and beyond.

The introduction of Connect into the product stack generated a diverse range of new revenue opportunities in the Housing and Property market. The powerful and user-friendly cloud-based job management solution is widely viewed as the leading product in this sector. Totalmobile is also seeing increased demand for the product in other verticals, including facilities management and utilities.

With the addition of Sense (an IoT-based job creation platform) and Insight (a business analytics solution) to the product suite in 2019, Totalmobile's customers can now incorporate connected devices and business intelligence tools into their field service transformation journey.

The business' innovation hub 'Total Labs' continued to maintain a strong product roadmap focused on supporting customer demand for increased process automation, advanced analytics, IoT sensors and seamless integration with back office systems. Totalmobile also further integrated its Optimise (scheduling) and Connect (job management) products, providing customers with the ability to dynamically re-plan resources and work, based on real-time task information captured in the field.





During the year the business released several new products including CareLink, which provides enhanced access to information and more efficient scheduling to help Social Care teams manage referrals and service user plans. This product has supported an improvement in the delivery of Reablement and Home Care services, enabling patients to remain in the community and reducing the pressure on acute health settings.

Totalmobile's first service-user solution, the 'Mood Diary App', was also released in 2019. It enables patients to record their mood, factors affecting their feelings and any support they have received via their mobile device. The software helps clinicians be more informed about a patient's mental wellbeing and is closely aligned with NHS Mental Health Trusts in England's Zero Suicide Programme. This product has provided patients with improved support plans, while also empowering clinical staff with enhanced information that aids them in the delivery of mental health services.

Sustained investment has been made in core IT architecture, providing additional assurance to customers that Totalmobile's business critical software maintains class-leading standards of security and resilience.

Organisations also continue to benefit from Totalmobile's professional services, which help customers configure, maintain and extract maximum value from the software, which in turn supports consumption, retention and cross sell and up sell revenue generation.



# Opportunities

There are fundamental long-term drivers of demand that Totalmobile is well positioned to support.

Field-based working is growing exponentially, driven by an increasingly 24-7 service-led society. Front-line workers are widely viewed as an organisations' most important asset as they are central to delivering crucial services, meeting targets and engaging key stakeholders.

Consequently, many sectors see Field Service Management as a digital transformation priority, as supporting these employees with a 'patchwork quilt' of non-specialist systems and technologies is harming productivity, service quality, compliance and job satisfaction.

Totalmobile's Field Service Management technology is proven to unlock transformative benefits for organisations across five essential areas:



The business' advanced proposition is capable of meeting the challenges customers face regarding the increasing complexity of field work. There is a growing requirement to enable field workers to access and capture real-time technical and context rich information via mobile devices. Compliance and efficiency challenges mean that inadequate legacy systems and approaches are becoming a critical risk factor for many organisations.

Customers and prospects are also increasingly focusing on effective employee engagement, supporting workforce well-being and using data to improve the speed and quality of decision making. These are all areas that are supported by Totalmobile and is making the businesses' product highly differentiated and compelling.

Totalmobile's long track record and superior technology solutions is seeing the company build and maintain an impressive enterprise-level customer base, with low churn and high levels of endorsements and referrals.

It benefits from deep C-suite relationships and is viewed as an embedded strategic partner, helping deliver business critical transformation and substantial, sustainable ROI.

This is ensuring Totalmobile achieves significant recognition and penetration across a diverse range of verticals, each looking for SaaS software to improve services, optimise them for efficiency and support employee well-being.



## Risks

Totalmobile's proven resilience is underpinned by a strong recurring revenue profile that makes the business highly cash generative. It also operates across a diverse range of sectors with long-term strategic drivers of demand.

The business' leadership position is protected by significant barriers to entry, with competitors unable to match the technology infrastructure, breadth and depth of capabilities, subject matter expertise and track record of delivery that Totalmobile has accumulated over 30 years.

The business is also well placed to weather the global economic headwinds created by the outbreak of Coronavirus (COVID-19). Whilst the full impact is unknown, as an agile SaaS technology business Totalmobile can maintain systems remotely and employees are able to work from home with no impact on service levels for customers.

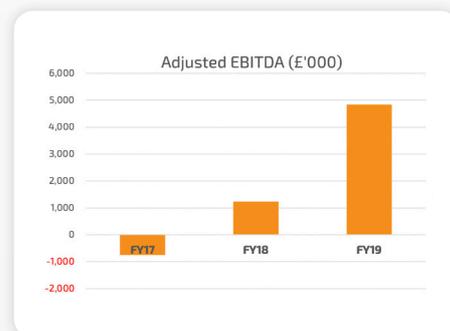
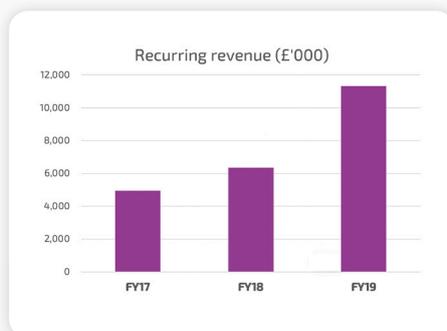
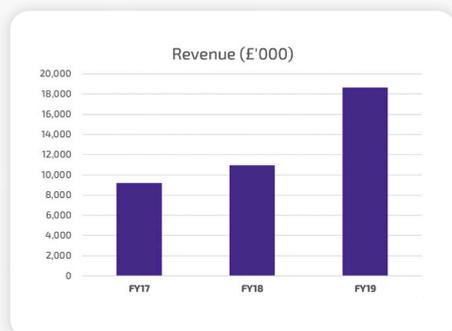
Many established Totalmobile software solutions have also been adapted so they can be deployed rapidly and remotely to help customers and prospects increase capacity, manage volatile resources, reduce transmission risk and support the health and wellbeing of front-line key workers.

It is anticipated that, despite the potential scale of disruption, the underlying rationale and commitment to digitalise, mobilise and optimise field service processes remains, and there is firm long-term commitment to digital transformation across Totalmobile's verticals.



# Financial performance

Totalmobile delivered a 70% increase in revenues to £18.7 million during 2019, due to sustained investment in its market-leading technology proposition and sales and marketing, coupled with the previously reported transformation programme that has now taken hold.



The business' successful SaaS transition programme delivered a step change in Annual Recurring Revenue, growing 81% to £12.9 million and accounting for circa 60% of turnover. This is expected to continue growing significantly and account for around 80% of total revenues by the end of 2021.

The business doubled the number of new customer wins on the previous year, with 42 new multi-year agreements secured across health and social care, government, housing and property, facilities management, utilities, infrastructure and transport and logistics.

A number of these were high-profile wins, with Totalmobile's software selected to support key workers at the heart of EDF Energy's Hinkley Point, HS2 (working with Eiffage Kier joint venture), and the 2021 census, which is the Country's most significant statistics gathering exercise spanning England, Wales and Northern Ireland (where Totalmobile is a strategic supplier to the Office of National Statistics). Through the year, the successful partnerships Totalmobile has established with other technology providers such as Servelec, Vodafone and CGI continued to deliver new opportunities with lower customer acquisition costs. The business also increased the proportion of revenue generated from cross-sell and up-sell opportunities with its Connect product, increasing the market share of the housing and property market, while also building a strong pipeline for 2020.

As a result of this performance, Totalmobile is now the leading independent domestic provider of Field Service Management technology, with 320 enterprise customers whose 100,000 front line workers use its software every day to deliver some 16.3 million jobs a year.

After returning to profit in 2018, 2019 saw the business achieve a 295% increase in adjusted EBITDA to £4.8 million, whilst maintaining significant and sustained investment in its product and people. This is due to a combination of the successful SaaS transition programme, exceptional growth profile and Totalmobile's ability to leverage its market leading software without incurring additional costs. The twin focus on revenue growth and maintaining a stable cost base ensured adjusted EBITDA margin rose to 26% and is on track to reach >30% over the next two years, significantly exceeding the 'Rule of 40' benchmark for high-performing SaaS businesses.



# Acquisitions

The Company's strategy to build new capabilities, penetrate new verticals and expand geographically in the fragmented Field Service Management Market has taken hold, with Totalmobile taking a significant step forward in its buy-and-build strategy by acquiring and integrating two high-performing complementary businesses, Cloud Dialogs and TBS Mobility.



Both companies and their respective products have been rapidly integrated into Totalmobile, delivering significant synergies, strengthening the company's IoT and data analytics capabilities and providing further inroads into the housing maintenance and rail transport markets. The integration of the acquired businesses' solutions into Totalmobile's multi-tenant, secure cloud architecture is largely complete.

The year also saw the business progress discussions with a further number of target companies which are expected to join the Totalmobile Group in the first half of 2020 and beyond. In addition to backing from leading mid-market investor Horizon Capital, 2019 also saw Totalmobile agree new capital facilities with Silicon Valley Bank to support further the buy-and-build strategy.



# Operations

The acquisition of Cloud Dialogs (Suffolk) and TBS Mobility (Derbyshire) enabled Totalmobile to significantly expand its UK footprint, generate capacity to support continued growth and create regional platforms for winning new business and servicing customers.

Establishing this network of three locations saw Totalmobile's Belfast headquarters become a Product Centre of Excellence for Mobilise, Optimise and Insight. The Suffolk and Derbyshire offices became Product Centres of Excellence, for Connect and Sense respectively, enabling Totalmobile to capitalise on the range of existing expertise in these product areas.

Totalmobile also invested in creating a shared services hub in Belfast, providing common group systems and processes and a highly skilled and experienced team supplying consistent finance, HR, marketing and customer support for the enlarged business.

Delivering these operational synergies from a location with a lower cost base ensures the company can maintain significant efficiencies and stable overheads, whilst delivering increased interoperability and remote working opportunities. It provides also a platform for further acquisition synergies, enhanced development capacity/capabilities and is supporting cross-sell and up-sell revenue generation.



## Totalmobile Team

The success achieved in 2019 saw the team at Totalmobile grow from 131 to over 170 people, providing the skills and capacity needed to underpin the business' significant and sustained growth. In 2019 the average revenue per head stood at >£105,000.

The company's continued investment in people and strong culture of innovation and excellence makes Totalmobile an employer of choice across its network, with a motivated, engaged and stable workforce with 6 years average service.



The business places great emphasis on the value of equality within the workforce. This has seen the undertaking of an ongoing project, which continually reviews the Totalmobile equality policy to ensure that there are procedures and safeguards in place, that guarantee equality across all aspects of employee life.

To continue supporting this, Totalmobile has introduced mandatory formal and structured training processes to ensure all policies are recognised and adhered to. The business continues to monitor the status of its workforce to help identify areas where continuous improvement can be made.

The company also continued to nurture its exceptional leadership and management teams who are thought and operational business leaders who have proven track records of delivering shareholder value in private equity-backed SaaS businesses.





# Totalmobile

Totalmobile is market leader in field service and mobile workforce management technology, helping organisations deliver more service, of the highest quality and at reduced cost.

Our SaaS based software provides a range of innovative products that deliver a step change in field service performance, mobile worker empowerment and management control.

This unlocks transformative cost savings, capacity gains, productivity improvements and empowers mobile workers to focus on consistently delivering the best service.

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