
FIELD EDGE QUICK OVERVIEW

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Overview

- Founded 1979 as dESCO.
 - Founded by George and Glenn Slay. Ran an HVAC contractor firm by day.
 - Mid 1990's Dean Egon Schreiner bought out Slay brothers. Developed and launched a HVAC-centric Windows field service solution ESC
 - Management team bought out founders in 2015
- April 2018 acquired by [Clearent](#)
 - Clearent is a \$320M credit card processing firm backed by [Advent International](#).
 - Clearent is rolling up small software companies whose customers use credit cards. To date acquired two dry cleaning software suppliers and FieldEdge
 - [Rameez Ansari](#) from [Highland Creek Partners](#) Co-CEO
 - [Bo Huang](#) from [Advent International](#) Co-CEO/Board Member
 - [Connie Certusi](#), President. Formerly 25+ years with Sage. EVP, General Manager, Managing Director
- [152 Employees](#)
- Estimated \$10M revenue
- Atlanta & Fort Myers offices
- Core Products
 - [FieldEdge](#). SaaS field service platform for small to medium sized HVAC, electrical, and locksmith contractors
 - [ESC](#). Windows-based legacy solution targeting HVAC contractors

Market

Size

[Field Service Management Market by Solution, Service, Deployment Type, Organization Size, Industry Vertical And Region - Global Forecast to 2023](#)

The field service management market size is expected to grow from USD 2.56 billion in 2018 to USD 5.08 billion by 2023, at a Compound Annual Growth Rate (CAGR) of 14.7% during the forecast period. The market growth is expected to have driven by the increasing adoption of mobile applications and wearable devices among field workers. The growing cloud hosting business and rapidly increasing number of Internet of Things (IoT) devices are expected to further fuel the growth of the field service management market, globally. However, the lack of expertise in feeding real-time data into field service management software is expected to restrain the growth of the market.

Key Vendors

Vendor	Employees	Est.Revenue	% Total Revenue	Total Funding	\$/HC
IFS	Unknown	Unkown	Unkown		Unkown
Accruent	Unknown	Unknown	Unkown		Unkown
Click Software	700	\$ 126,000,000	36.8%	\$ 126,200,000	\$ 180,000
ServiceMax	511	\$ 72,400,000	21.2%	\$ 204,000,000	\$ 141,683
Acumatica	185	\$ 30,000,000	8.8%		\$ 162,162
Astea	171	\$ 27,700,000	8.1%	\$ -	\$ 161,988
ServiceTitan	297	\$ 26,400,000	7.7%	\$ 160,000,000	\$ 88,889
ServicePower	135	\$ 25,000,000	7.3%		\$ 185,185
Core Systems	156	\$ 17,300,000	5.1%	\$ 26,100,000	\$ 110,897
FieldEdge	142	\$ 10,000,000	2.9%	\$ -	\$ 70,423
FieldAware	70	\$ 7,300,000	2.1%	\$ 36,000,000	\$ 104,286
Kickserv	46	\$ 3,600,000	1.1%		\$ 78,261
Total	2,367	\$ 342,100,000		\$ 552,300,000	\$ 144,529

The portion of IFS and Accruent's total revenues associated with Field Service is unknown

FieldEdge Addressable Market

FieldEdge focuses on small to medium sized field service enterprises. They do not target mid market or enterprise scale organizations like most of their competitors do.

USA Economic Census 2016

Vertical	Size	# Establishments	# Employees
Plumbing, heating, and air-conditioning contractors	Establishments with 1 to 4 employees	58,132	102,493
Plumbing, heating, and air-conditioning contractors	Establishments with 5 to 9 employees	18,521	122,629
Plumbing, heating, and air-conditioning contractors	Establishments with 10 to 19 employees	11,383	153,219
Plumbing, heating, and air-conditioning contractors	Establishments with 20 to 49 employees	7,121	212,495
Plumbing, heating, and air-conditioning contractors	Establishments with 50 to 99 employees	2,066	141,387
Plumbing, heating, and air-conditioning contractors	Establishments with 100 to 249 employees	951	140,204
Electrical contractors and other wiring installation con	Establishments with 1 to 4 employees	43,532	75,375
Electrical contractors and other wiring installation con	Establishments with 5 to 9 employees	13,189	86,774
Electrical contractors and other wiring installation con	Establishments with 10 to 19 employees	7,930	106,279
Electrical contractors and other wiring installation con	Establishments with 20 to 49 employees	5,297	160,499
Electrical contractors and other wiring installation con	Establishments with 50 to 99 employees	1,732	119,419
Electrical contractors and other wiring installation con	Establishments with 100 to 249 employees	830	123,186
Locksmiths	Establishments with 1 to 4 employees	2,816	4,938
Locksmiths	Establishments with 5 to 9 employees	686	4,390
Locksmiths	Establishments with 10 to 19 employees	261	3,417
Locksmiths	Establishments with 20 to 49 employees	63	1,673
Locksmiths	Establishments with 50 to 99 employees	6	438
Total		174,516	1,558,815

Gartner Field Service Magic Quadrant

FieldEdge did not meet the minimum requirements to be included in the Gartner Magic Quadrant. The requirements included:

- At least 5 new reference customers in the past year. Must include two geographies – USA, EMA, Latin America, or Asia/Pacific
- Two customers with more than 100 technicians using the latest version of the application within the last six months
- Evidence of \$6.5 million in field service license, subscription, maintenance, and services revenue in the past 12 months.
- Large or mid sized businesses (>100 technicians)
- 2 major geographies
- 2 major industries (telecom, high tech, oil & gas, etc.)
- Enough cash at current burn rate for 12 months
- Practice and ecosystem or third party consulting and integration partners

FieldEdge does not target the mid market or enterprise market segments. They focus on small to medium enterprises with less than 50 employees.



Product Overview

Technology Stack

FieldEdge is a Microsoft-centric organization. Both their SaaS as well as legacy solutions are based on the Microsoft stack. The SaaS application leverages C#, SQL Server, ASP.NET, Bootstrap framework, HTML, CSS, JavaScript, and VB.NET. They offer both iOS and Android mobile apps

Product Functionality

Links to FieldEdge product description:

[Smart Dispatching & Capacity Planning](#)

[Smart Dispatching & Capacity Planning](#)

[QuickBooks Integration](#)

[Service Agreements](#)

[Dashboards & Performance](#)

[Mobile CRM](#)

[Quotes & Invoicing](#)

[Mobile Dispatch](#)

Integrations

[FieldEdge offers seven integrations:](#)

- FieldEdge Payments. Credit Card Processing
- Quickbooks. Bi-directional live integration
- Selling Trust by Tom Piscitelli. Sales coaching for HVAC contractors
- Ron Smith. HVAC Marketing Services
- Ruth King. HVAC marketing & sales coaching
- ArgoTrak. GPS Solutions
- Customer Lobby. CRM for HVAC Contractors

FieldEdge Pricing

FieldEdge does not publish pricing information like a lot of SaaS vendors. Various users have reported some pricing information.

Pricing Basics

- FieldEdge SaaS. Monthly usage charge. 3 user bundle approximately \$395. No contracts
- Customer support is an extra monthly charge
- Customization Costs
 - Minimal customization - integrate with 1-2 systems: \$2,500
 - Standard customization - integrate with 3-5 systems: \$10,000
 - Fully customized system - integrate with more than 5 systems: \$25,000

Data Migration Costs

- 1,000 records: \$500
- 10,000 records: \$2,500
- 100,000 records: \$10,000
- 1,000,000+ records: \$25,000

Training Costs

- 1-2 Training Sessions: \$500
- 3-4 Training Sessions: \$1,500
- 5-7 Training Sessions: \$2,500
- 8-10 Training Sessions: \$5,000

Credit Card Processing Fees

- FieldEdge Payments is a private label version of corporate parent Clearent's credit card processing
- No independent info on FieldEdge payments processing costs
- Clearent offers typical interchange plus pricing for card processing.
- Potentially extra fees include monthly PCI compliance.
- Clearent typically offers 3 year term contracts. Early cancellation possible with 90 day notice
- In comparison Square charges 2.75% for all cards, including American Express. AMEX usually charges 3.2%
- Stripe charges 2.9% + \$0.30 per transaction

Competitive Differentiators

- FieldEdge offers similar baseline field service automation functionality as the rest of its competitors
- Integrated VOIP with CRM is unique to FieldEdge
- Quickbooks integration is live and bi-directional. A change in one system is automatically reflected in the other system
 - Some customers have complained about how the setup of Quickbooks integration is complicated
- Integrated Credit Card Processing. FieldEdge Payments integration appears to be unique in industry.

Marketing Review**Overview**

FieldEdge executes a contemporary marketing strategy. They leverage current technologies like HubSpot, Salesforce, WordPress, Salesloft, and Pardot. They have major investments in Google Keyword and retargeting advertising. They have over 80 pieces of thought leadership content on their website. They generate over 95,000 monthly website visits.

FieldEdge does not offer a free version of their software – neither do any of their competitors. Prospective customers must engage with a sales development rep to get access to a demo or pricing. Surprisingly, FieldEdge does not automatically follow up with a prospect once they have downloaded a piece of gated content.

Since FieldEdge’s primary focus is on small to medium sized firms (<50 employees) they do not engage with any enterprise scale industry analysts like Gartner or Forrester. Almost all of FieldEdge’s competitors target enterprise scale organizations and have a significant focus on industry analysts.

User reviews of FieldEdge on review sites like Capterra, SoftwareAdvisor, or G2Crowd are generally favorable, but there are several extremely negative reviews. Part of this may be due to the relatively low tech skills of their core target market. It is worth noting that one particularly negative review was posted on almost all of the review sites. It might be an effort by a competitor to sow discontent in the marketplace.

Technologies Used

- Hubspot
- Salesforce.com
- WordPress
- Salesloft
- Pardot

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Technologies Used

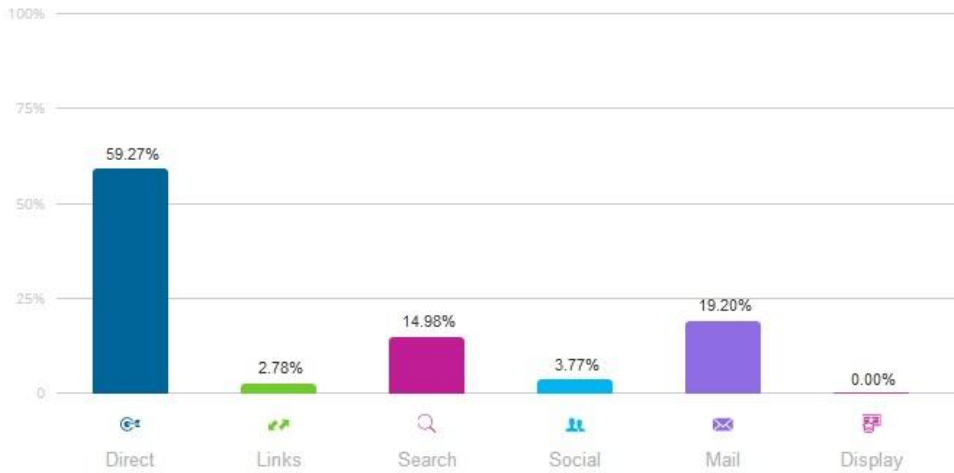
- Hubspot
- Salesforce.com
- WordPress
- Salesloft
- Pardot

Web Stats Traffic Sources

Overview Sources Geo Referrals Search Social Ads Audience Similar Apps

Traffic Sources

last 3 months



Top 10 Website Stats Keywords

#	Keyword	Position	Volume Google	Cost, \$	Competition in PPC	Results	URL
1	fieldedge	1	1 300	16.32	26	291K	https://fieldedge.com/
2	field edge	1	880	9.32	18	471M	https://fieldedge.com/
3	hvac software	1	720	19.33	88	59.9M	/hvac-software/
4	esc software	1	260	3.90	46	71.5M	/desco-esc-software/
5	desco esc	1	210	1.74	8	72	/desco-esc-software/
6	desco software	1	210	4.76	64	3.8M	https://fieldedge.com/
7	desco fieldedge	New 1	110	29	16	55	https://fieldedge.com/
8	esc desco	1	110	2.42	16	66	/desco-esc-software/
9	desco llc	1	110	3.31	18	2.6M	https://fieldedge.com/
10	software for hvac	New 1	90	29.65	100	68.2M	/hvac-software/

Competitor Keywords Organic Search

Competitors in organic search

#	Domain	All Keywords	Common keywords	Relevance	Visibility
1	fieldedge.com	554	2 022	–	0.00
2	razorsync.com	79	2 567	314	0.00
3	smartservice.com	683	2 148	280	0.01
4	fieldaware.com	83	2 179	214	0.10
5	servicefusion.com	185	1 022	148	0.00
6	servicetitan.com	194	2 439	216	0.05
7	simpro.us	174	652	124	0.00
8	mhelpdesk.com	527	5 300	317	0.00
9	msidata.com	80	2 648	192	0.05
10	servicetrade.com	192	2 051	138	0.01
11	jonasconstruction.com	262	2 336	111	0.09
12	fieldpulse.com		3 037	128	0.02
13	penta.com	124	1 853	85	0.00

Sample Keyword Ads

Ads examples

Try FieldEdge® - Formerly ESC by dESCO
fieldedge.com
 Turbocharge your techs and make more money - get a demo of FieldEdge® now!

#1 Electrician Software - Get A Free Demo Today
fieldedge.com
 Save time & make more money. See how today!

Looking For Plumbing Software? | Trust The Experts
fieldedge.com
 See why over 30,000 plumbers trust FieldEdge® to manage and grow their business. Mobile App & Web App. Quickbooks Support. Over 30,000 Happy Users. Turbocharge Your Techs. Highlights: Win At Marketing, Turbocharge Your Techs.

#1 Electrician Software - Get A Free Demo Today - fieldedge.com
fieldedge.com
 Save time & make more money. See how today!

Switch to FieldEdge® | The #1 Service Software | fieldedge.com
fieldedge.com
 Bring Your Entire Business Onto One Platform. Request Free Demo! Over 30,000 Happy Users. Mobile App & Web App. Turbocharge Your Techs. Quickbooks Support. Highlights: Modern Cloud Based Technology, Over 30+ Years Of Experience, Chat Support Available.

FieldEdge® Software | Improve Your Operations
fieldedge.com
 See how FieldEdge® can improve your entire service company's operations.

User Reviews

Capterra

Link to [170 Reviews](#)

- Overall 4.5 / 5

- Ease of Use 4 / 5
- Customer Service 4.5 / 5
- Most reviews from prior to 2018
- Several mixed reviews. Reviews were either 5 star or 1 star.

G2 Crowd

- Link to [Only 6 reviews](#)
- Not included in Field Service Management matrix



Software Advice

- Link to [170 Reviews](#)
- 4.5 / 5.0 Stars

Sales Organization Overview

FieldEdge has a traditional inside based sales organization. They have approximately 10 sales development reps and 8 account executives. Most of the SDRs are recent hires with little to no sales experience. Typical account execs have 3 to 5 years of sales experience.

Industry Awards

- People's Choice Stevie® Awards for Favorite Customer Service, Stevie Awards, 2016
- People's Choice Stevie® Awards for Favorite Customer Service, Stevie Awards, 2017
- Favorite New Cloud Application Software!, People's Choice Stevie Award, 2017
- Inc. 5000 Fastest Growing Companies, Inc. Magazine, 2017
- Atlanta's Best Places to Work, The Atlanta Business Chronicle, 2017
- 2018 Best Places To Work, Glassdoor Employees Choice Award, 2018
- Atlanta's Best Places to Work, 101 Best & Brightest Companies to Work For, 2018