

Can't Find Model Workers?

Every industry is feeling the pressures of labor shortage as more and more baby boomers retire.

Stores are packed with people and there's no staff to assist you with your purchases. Fast food chains are shutting down their storefronts and only opening their drive-thru, or not opening at all.

Some industries have gotten quite creative when faced with the crunch of a lack of qualified workers. I just read an article about the fashion industry taking a unique approach to manning the runway. U.S. retailer Target Corp. is staging a "model-less" fashion show in Manhattan. It will feature 3 dimensional holograms strutting down a virtual runway displaying the latest fashions.



Help Wanted... Technology to the Rescue

If one of the most glamorous industries in the world is experiencing the effects of labor shortage I can only imagine the effects being felt by industries that require employees to do a lot more than just look pretty.

In particular the oil and gas industry has been reporting a decline in field personnel over the past few years. With the world's demand for oil at record levels, corporations are brainstorming new ways to optimize their workforce to keep up with the production required to provide for this ever-growing demand.

**How Can We Give Our
Operators
MORE TIME
To Focus on Optimizing
Production?**



The phone at HotButton Solutions has been ringing with just that question.

And I have the answer.

Digitize the field! Make your data work for you instead of the other way around.

Using a handheld to collect your field data can give your operator an extra hour per day to focus on optimizing production of your wells.

An operator can save at least 1 hour per day because there is no manual entry to do at the end of the day. Every piece of data that needs to be collected and analyzed is entered into the handheld once and upon synchronization is sent to the main application where it can be reviewed by interested parties.

Sounds great doesn't it?

But really think about what that could mean. If you had 10 operators each saving 1 hour per day that's an extra 300 hours gained in a month when the time savings are combined! And that's without adding any extra staff.*

(*Results are based on average time savings reported by our customers over a 30 day period with 10 operators on at all times).



Has Your Workforce Gone To the Bears?

You need to find a way to keep your current workforce content and not feeling overburdened. You may be asking more from them right now but give them the tools to optimize their time and therefore optimize the company's production.

A handheld solution from HotButton Solutions is a welcome addition to the team. We can assist you transitioning your team over to using this time-saving tool.

P.S. We are now making field trips to demo our handheld solutions to the operators who will be using them. Email me to schedule your demonstration.



Jane Glendon is the president and CEO of HotButton Solutions, Inc. Jane and her team at HotButton Solutions provide their clients a bridge between applications and handhelds with their software solution, ArrowSync. Jane is the founder of HotButton Solutions and secured the original patents for the ArrowSync technology. Her overall thirty years of sales and management experience is well known in Calgary and has opened many doors for HotButton Solutions. Jane is a respected member of the Calgary business community and holds a Bachelor of Physical Education from the University of Alberta.

ISSN 1913-5602 HOT Tech Times, Vol. 2, Issue 10

HotButton Solutions, Inc.

Suite 650, 703 6th Ave SW, Calgary, AB T2P 0T9

(403) 514-6083

Please visit our website at www.hotbuttonolutions.com to sign up for our monthly ezine.