

## CASE STUDY : Murphy Surveys

**MURPHY SURVEYS** is a leading provider of cost-effective survey solutions, using a combination of highly qualified personnel and the most cutting-edge technologies available. Murphy Surveys employs over 200 people across the UK and Ireland, with both public and private sector clients across the globe. Continual investment in the latest surveying equipment and technology enables the provision of efficient solutions that cut costs and risks for clients, while meeting the highest standards in accuracy and detail. Murphy Surveys provides surveying, laser scanning, GIS and modelling services for the Utilities, BIM, and Engineering sectors.



*Before GeoPal we had to use expensive windows mobile devices for data collection which also involved a lot of staff training. GeoPal is very cost effective and it has a very intuitive interface.*

Kieron Goucher – IT Manager

### CHALLENGE

A combination of paper-based and expensive specialized IT solutions were used to capture and process information for technical surveys across a number of sectors.

With paper-based surveys, the delay in receiving survey results back to the office, and the time needed to decipher hand-written forms, meant that accuracy of the information was not consistent and it took longer to process the information and provide reports to clients.

With specialized IT solutions, the costs for the software itself and the more expensive devices required to run it, increased the costs of providing services to clients. The software was also too complicated, requiring a lot of training, and too limited, unable to meet all of Murphy's Surveys' requirements.

### SOLUTION

GeoPal is a web and mobile application for creating mobile forms, capturing data in the field, and receiving accurate reports from the field in real time.

Workers carry a GPS-enabled smartphone and use the GeoPal mobile app for receiving filling out mobile forms and capturing and updating field information, such as: text, photos, barcode or RFID scans, signatures, voice notes, etc.

All information captured on the phone is automatically sent to the GeoPal web management system. Managers use the web management system to locate workers and assets on a map, configure mobile forms, manage assets, and review, process and analyse data collected in the field for reporting.

Murphy Surveys has adopted GeoPal in favour of paper forms and the specialized IT solution they were previously using to complete surveys in the field, accurately capturing data in different formats, updating assets and GIS information, and reporting in real-time, enabling the faster creation of reports.

## BENEFITS

### Real-Time Reporting and Data Analysis

GeoPal enables real-time reporting and analysis of data captured accurately in the field, supporting critical decision-making, and increasing customer satisfaction.

### Productivity Improvements and Compliance Checks

GeoPal eliminates the need to re-enter data from paper forms, saving time and increasing productivity. GeoPal also ensures all information is time, date and location-stamped, providing detailed information for monitoring or auditing work completed, to enhance performance.

### Increased Efficiency for Reduced Costs

GeoPal streamlines operations and significantly reduces costs and increased efficiency in a number of areas.



*GeoPal gives us a direct feed of data collection as it is happening in the field. We get to see immediately if there are issues. It speeds up both data collection and the processing of information, and allows us to give a better product to our clients. We really like the custom reports.*

Kieron Goucher – IT Manager



*On the initial survey our own surveyors used paper to capture the data and then keyed it in to their laptops - this was very slow. For the second batch we used agency staff and GeoPal - it was much quicker. We had the additional benefit with GeoPal of being able to look over the route-replay history of the agency staff – we could see where they were, handy to check compliance.*

Kieron Goucher, IT Manager,  
Murphy Surveys

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