



## Large non-profit lowers mobility costs while improving operational efficiencies.

vMOX reduced monthly spend by **over 40%**, and uncovered **over \$70,000** in past carrier overbilling.

### CUSTOMER PROFILE

- Large Non-Profit
- 750 Mobile Devices
- \$500,000+ Annual Mobile Spend

### CHALLENGES

- Increasing Cellular Costs
- Poor Visibility Into Spend and Usage Data
- Unmanageable Carrier Bills
- Unresolved Carrier Credits
- Limited Internal Resources

### OVERVIEW

An International Non-Profit provides mobile phones, as well as tablets, MiFi's and wireless routers, to approximately 750 employees around the United States. These devices were procured by different people at different times and were provisioned on a variety of domestic and international rate plans. Thus, the company receives three 100-plus page invoices from three different carriers each month. With no formalized system or process in place, all employee requests for new devices, service upgrades or deactivations are manually sent via e-mail to the IT team for processing.

### CHALLENGE

This Non-Profit's wireless costs were increasing each month, and management didn't understand why their IT team was tasked with managing the mobility program, but also had numerous other significant responsibilities within the organization. IT team members estimated that on-average they spend more than 80% of their time each month on administrative and management tasks related to their wireless services. Despite all the time spent gathering and auditing data from hundreds of pages of invoices, manually building cost reports and placing and tracking orders with carriers, the IT team still did not have a complete understanding of the organization's wireless environment.

### RESULTS

**\$43%** MONTHLY SAVINGS

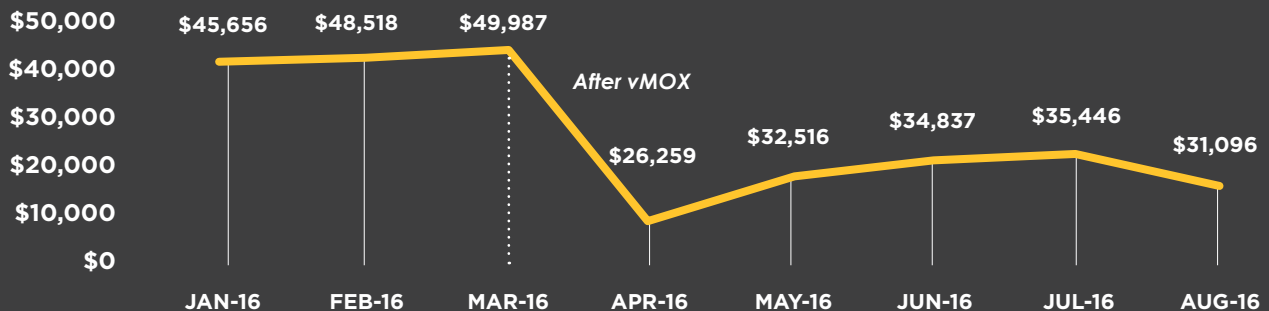
**\$220K** ANNUALIZED SAVINGS

**\$72K** IN CARRIER CREDITS

#### AS WELL AS:

- Detailed reporting on billing, inventory management and procurement activities
- No service disruptions or provider changes

## NET MONTHLY BILLING



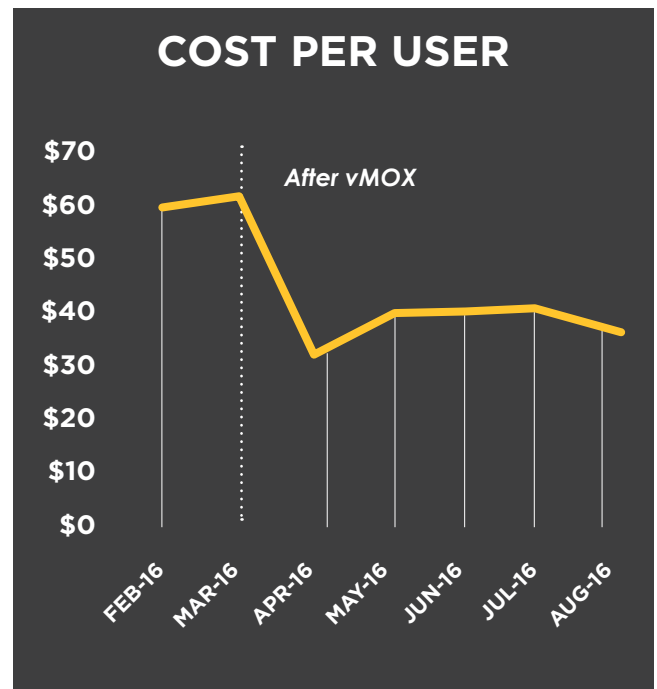
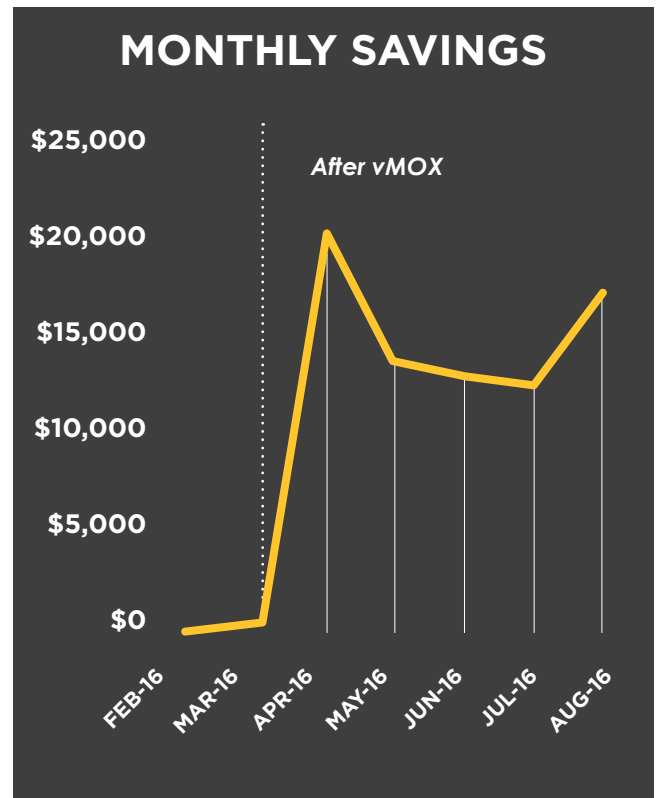
## RESULTS

Once engaged, Cellular Optimization made an immediate impact on the Non-Profit's mobility bottom line. By analyzing recent invoices and referencing our aggregate database of carrier plans, we were able to match each of the client's users with the most appropriate plan given their usage history, with no change in carrier. Once implemented, these changes reduced the client's average cost per user by over 40%. Our team leveraged our deep carrier relationships to have a \$72,000 credit approved and processed for past incorrect billing, and identified all lines and features that were unused, under-utilized, or overbilled, and enacted the appropriate change orders with the providers. Additionally, our experienced contract team negotiated more favorable terms in one of the client's carrier agreements, which resulted in an additional \$3,000 in monthly savings.

The detailed reporting provided by Cellular Optimization directly addressed the Non-Profit's other challenges. From an enterprise-wide summary to granular individual user detail, these reports offered the client's IT team the visibility and control of their mobility environment that they were lacking. They now had the tools and data to easily analyze their costs and proactively identify and investigate anomalies. This greatly reduced the time their team spent on analysis and reporting activities. Monthly 'mobile snapshot' emails are sent to users to provide a graphical representation of their usage and charges, a comparison to company benchmarks, and a reminder that corporate big brother is always watching.

## ONGOING OPTIMIZATION

We will proactively monitor and continually adjust the client's mobility environment to ensure that their costs are optimized every month. And when the time is right they can opt to utilize the Cellular Optimization Mobility Client Portal to empower their end users to self-manage their existing devices for feature changes and troubleshooting or to procure and activate new devices, further lessening the burden on their in-house IT team.



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