

How to Increase Your Revenue with Managed Mobility Services

Part 1 of 3: What Is Managed Mobility Services and Why Your Customers Need It

With mobile connectivity firmly entrenched as a business necessity, managing mobile workforce environments has become increasingly complex. Overseeing device procurement, negotiating service contracts, and providing efficient end-user support, among other activities, can be difficult to optimize for non-experts. For this reason, many enterprise organizations engage with third-party Managed Mobility Services (MMS) providers such as Wireless Analytics to help manage enterprise mobility.

Enterprise mobility has expanded far beyond inventory and expense management supported by traditional telecom expense management (TEM) vendors. MMS encompasses all aspects of the mobility lifecycle, from carrier contract negotiations to secure and green device retirement. These services include:

- **Sourcing**, which includes procurement, carrier negotiations/carrier management
- **Help Desk support**, which includes triage, break-fix, warranty exchanges, and application management (such as MobileIron, Airwatch, proprietary apps, etc.)
- **Finance component** in terms of allocating device spend to individual business units, departments and divisions
- **End-User education** via email statements that break down usage and spend into multiple categories and teach best practices
- **Project Management** in terms of technology deployments, onboarding and project implementation

Reports show that most companies are now spending a greater share of their telecom budget on mobile services than on any other telecom expense. And the lack of systems, staff, and expertise necessary to effectively manage enterprise mobility has driven a big demand for managed mobility services. According to Gartner, the MMS market is expected to grow from \$4.4 Billion in 2015 to \$6.2 Billion by 2018.

When thinking about the value that you could deliver to your customers through MMS, consider the fact that many enterprises do not take into account the Total Cost of Ownership (TCO) when evaluating their mobility deployment and strategy. According to a recent Redshift Research survey of 500 US IT decision makers with control over their company's mobility spending, the TCO of mobility is made up of the following:

- Carrier Charges – 48%
- Hardware – 21%
- IT Resources – 15%
- Additional Services – 10%
- Security – 6%

The average cost of enterprise mobility is estimated at \$1,840 per employee mobile device per year. With proper mobile control, \$480 could be saved per device annually. If a customer has 1000 devices, that's an annual savings of \$480,000! Wireless Analytics is typically able to reduce a customer's annual mobility spend by 20-40%. Think about some of your customers who could benefit from this ROI!

Another value-add that you could deliver through MMS is the security of your customers' corporate data in the mobile environment. According to Redshift, 28% of U.S. companies reported a mobile security breach in the last 12 months. Wireless Analytics is fully integrated with the leading Mobile Device Management (MDM) software providers to deliver mobility protection.

Overall, managed mobility services deliver on the following:

- Decreased mobility spend without changing carriers
- Reduced internal IT support costs
- Improved employee productivity
- Maximum ROI from mobile technology investments
- Increased data security

In our post next week, we'll tell you more about Wireless Analytics, why we are a leading provider of MMS, and how to uncover sales opportunities. But why wait? To learn more about Wireless Analytics right now, please email Chris Maggio at cmaggio@wirelessanalytics.com, call 978-783-7474, or go to www.wirelessanalytics.com.

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Part 2 of 3: Why Wireless Analytics for Managed Mobility Services

As described in part 1 of this series, you can now deliver the following managed mobility services (MMS) outcomes to your enterprise customers:

- Decreased mobility spend without changing carriers
- Reduced internal IT support costs
- Improved employee productivity
- Maximum ROI from mobile technology investments
- Increased data security

Services include:

- Sourcing, which includes carrier negotiations/carrier management
- Procurement and Provisioning, including online device ordering through a customizable e-Catalog/portal
- Help Desk Support, which includes U.S.-based staff for 24 hour triage, break-fix, warranty exchanges, and application management (such as MobileIron, Airwatch, proprietary apps, etc.)
- Financial Reporting in terms of allocating device spend to individual business units, departments and divisions
- End-User Education via email statements that break down usage and spend into multiple categories and teach best practices
- Project Management in terms of device deployments, onboarding and project implementation

A number of companies say they provide similar services, so why Wireless Analytics? One good reason... Compelling commissions without the drama often associated with building a new recurring revenue stream. With very little effort, you can capitalize on Wireless Analytics' full range of managed mobility services, which have been rated the highest in customer satisfaction by a leading analyst group 4 years in a row.

Wireless Analytics has been an industry pioneer, providing managed mobility services since 2003. We know that success in our business involves much more than a great technology platform. The most important part is the ability to effectively execute on promises and deliver great customer service. That's what creates sticky customers, and it's exactly what we do best. Whether optimizing carrier rate plans for customers to realize maximum savings, or providing above-and-beyond end user support, we pride ourselves as a company that delivers white-glove service. And it shows... Awards are nice; however, the best testimony to the level of service that Wireless Analytics provides is that we have never lost a customer!

In addition to Wireless Analytics' *strong history of customer success*, here are some other key differentiators to consider:

- *Highly configurable service offering* – Custom tailored services and workflows to meet each client's unique needs
- *Integration with ITSM systems (Service Now, Remedy, etc.)* – Less swivel chair and significantly greater efficiency supporting end users
- *Strong international support* – Delivering order procurement, cost savings, and support to mobile end users worldwide -- Capable of capturing invoice data from 120 carriers worldwide

In our post next week, we'll focus on what kind of enterprise customers to engage, what questions to ask them, and how to maximize revenue from your partnership with Wireless Analytics. To contact Wireless Analytics sooner, please email Chris Maggio at cmaggio@wirelessanalytics.com, call 978-783-7474, or go to www.wirelessanalytics.com.

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Part 3 of 3: Where's the Money?

In parts 1 and 2 of this series, we described Managed Mobility Services (MMS), the ever increasing demand for it, the value proposition for your enterprise customers, and what differentiates Wireless Analytics as a provider. So now... How can you turn your partnership with Wireless Analytics into meaningful revenue for your company?

Let's start with what customers to engage. The highest demand for MMS is with customers that have 500+ employees or 300+ wireless devices (whether corporate-liable or BYOD) – in any vertical market. Since MMS streamlines business processes across IT, Finance, HR, and Procurement, it is recommended that discussions begin at an executive level within those functional groups. Be cautious in your approach when talking with a lower-level individual or team that could perceive an outsourced MMS provider as a replacement for what they do for the company.

Key questions to ask your prospects:

- How are you involved in managing mobile devices today?
- Is your mobility environment managed internally or by an external resource?
- How many mobile devices do you have? (Do you know?)
- Do you allocate device spend by usage to individual cost centers?
- Do you have users outside the US?
- How are usage and device procurement policies enforced?
- How are mobile end-users supported?

A matrix of qualifying questions for different functional groups is available online through your master agent. Check it out.

Depending on the scope of work and volume of devices, Wireless Analytics' monthly fees range from \$3-10/device. And every bit of revenue from your customers is commissionable: monthly managed services fees as well as ALL one-time fees, including initial set-up and any future project-based work! Imagine your customer someday deploying a field solution that involves the procurement, kitting and distribution of 1,000 tablets. When they turn to Wireless Analytics as their trusted mobility expert to implement the project, you get commissioned.

Beyond our own fees, Wireless Analytics also makes it easy for you to capture carrier commissions on new activations and upgrades. In a full MMS engagement, wireless procurement (from a new employee phone to a large deployment as described above) is managed through Wireless Analytics' workflows. Unless the carrier has restrictions on the account, we will establish an order fulfillment process that gets you carrier commissions – seriously, the most amount of money for the least amount of effort.

Your call to action:

- Identify 1-3 of your customers that are a potential fit for MMS
- Ask those customers a few questions to spark interest
- Call or email Chris Maggio (contact info below) to receive your deal registration portal log-in information
- Complete the short online form to register each opportunity
- Schedule a 15 minute discovery call between the customer and Wireless Analytics

And that's it! We will take it from there. You can engage in the sales cycle as much or as little as you desire. Our resources are aligned to close business for you.

To get started, contact Chris Maggio at 978-783-7474 or cmaggio@wirelessanalytics.com.

And stay tuned! The focus with full MMS is enterprise level customers. Look for our coming announcement about how you can also help SMB customers with their mobility challenges.