LINQ

How to stop wasting **time** and **money** on corporate cellular

THE GUIDE TO MANAGED CELLULAR SERVICES

DATA USAGE

USAGE (GB)

JAN 2021   FEB 2021   MA

STATS

16
OPEN CASES

163
ACTIVE LINES

11
SUSPENDED LINES

LINQ

Your employees are more productive and competitive because they can access work from smartphones and other mobile devices. But those devices need to be managed. Employees lose them, break them, and need upgrades. And mobile devices and service costs you more than just hardware and data plans. Companies also need to consider security spend, IT resources, accounts payable burdens, and the costs of any expense management

Corporate cellular is costing your company a lot more than just hardware and data plans.

providers or MDM tools they use. Managing all of this takes time and money. Unfortunately, that financial burden on companies is not likely to stay where it is today **— worldwide sales of smartphones will total 1.5 billion units in 2021, an 11.4% growth year over year,** according to Gartner.

As the number of mobile devices your company uses grows, IT and accounts payable departments spend more and more time dealing with billing, repairs, new equipment, and more.

All that time costs money.

And the constant changes in mobile technology and plans mean that staff have to develop expert-level of knowledge in areas that have nothing to do with your true business.

In the long run, a lot of organizations opt to outsource some of these enterprise mobility tasks, even using different providers for different parts – each with their own cost. That may seem like an improvement over handling it all in-house, but the complication of managing multiple vendors comes with its own headaches.

Choosing an all-in-one managed service provider, on the other hand, offers several opportunities to save:

➤ Lower bills that reduce total mobile device spending.

➤ One point of contact vs paying and managing different vendors for different services.

➤ Time savings for in-house employees.

➤ Efficiencies (translated to savings) via actionable usage reports.

➤ Discounts leveraged from expertise and economies of scale.

What's in the guide?

In this guide, we'll go over the key tasks associated with enterprise mobility management: billing, cost containment, user support, the mobile device lifecycle, and mobile device management (MDM).

We'll talk through the aspects of getting it done in-house vs. the advantages a managed cellular service provider can offer for the same things — so you can decide where your company's time and resources are best spent. We'll also walk through:

➤ Places where you might be overlooking in-house time sucks, inefficiencies, and costs.

➤ What's available from a managed service provider.

➤ What to ask your prospective managed service provider to make sure you choose the best partner for your needs.

➤ Some cost savings and efficiencies that managed service providers bring to the table that you may not have considered.

CARRIER BILLS AND CONFUSION

For companies managing large numbers of mobile devices, carrier mobility invoices are long, time consuming to review, and usually pretty confusing.

Hidden costs of an in-house approach: Accounts payable departments know how much time it can take to untangle the different charges, fees, and taxes on mobility invoices and allocate them to the correct cost centers. Even more time and resources are spent on tasks like analyzing contract rates, filing, tracking, and resolving billing disputes, tracking data use and spend, and negotiating rates. In a 2014 report, Gartner said that 80% of enterprises will overspend on wireless service costs by an average of 15%, noting "companies need to become better at managing their mobile voice and data costs."

Where managed services can make a difference: The telecommunications expense management aspect of enterprise mobility is very time-intensive and requires specialized knowledge. Most companies will never be able to process hundreds of pages of mobility bills in-house as quickly as a managed cellular service can. Plus, the expertise and carrier relationships managed cellular service providers have can mean billing errors are caught and disputes are resolved more quickly and with better results than if your employees had to tackle those problems. There are ways to reduce spend on your enterprise mobility bill, and they are frequently changing. It takes a company who is doing this work every day to know the latest tricks.

? Questions to ask potential managed service providers:

➤ Will you negotiate better rates on our behalf? How will the savings be passed on to us?

➤ Do we keep ownership of our own lines and numbers?

➤ What will our new bills look like?

➤ Do you offer customized reporting, cost center allocation, and data usage reports?

➤ How long does it take your average customer to save on their wireless spend?

➤ Do you offer guaranteed rates or free trials?

💲 Cost-saving spotlight:

➤ Managed cellular service providers leverage carrier relationships, industry knowledge, and economies of scale to negotiate better deals with carriers and shop around on rates on behalf of their clients.

➤ A zero-usage report gives you a list of lines that are incurring costs but not being used. With this knowledge, you can decide if you want them suspended, cancelled, or repurposed.

➤ Custom reporting helps companies understand who is using what devices and data — and make better decisions about their overall mobility costs.

USER SUPPORT:
HELPFUL OR FRUSTRATING?

Is technical support a time trap for your business?

Once companies supply their employees with devices and plans that best meet their needs, they are in the "user support" phase – making sure the devices work the way they should.

Hidden costs of an in-house approach: For companies managing more than a handful of employee mobile devices, user support, troubleshooting, and technical issues can be a big headache. Carriers are notorious for complicated phone menu systems, long hold times and dead-end "solutions." With multiple devices and even carriers to deal with, the IT time spent supporting employees' mobile devices is no joke. Plus: many support issues don't actually require a customer support call   but good luck guessing which ones.

Where managed services can make a difference: The best managed cellular services providers have great relationships with carrier tech support desks. An experienced managed service provider knows when a problem can be fixed without going to the carrier, and conversely when it's absolutely necessary to get the carrier involved. Their experience means they may be able to provide a quick answer without escalation, for super snappy resolution times that would likely take in-house staff much longer.

? Questions to ask potential managed service providers:

➤ How and when am I able to reach customer support? Just by phone or is access available via email and/or a dedicated portal?

➤ What are your hold times? What is your average call resolution time?

➤ Will you create a plan for account support that is customized specifically to our needs and business?

➤ Will my employees contact you directly, or will one person in my organization be the point person to escalate user support requests?

💲 Cost-saving spotlight:

➤ When you take mobile device user support off your IT department's workload by shifting these time-consuming support tickets to a managed services provider, your support desk has more time for your employees.

➤ When your employee is having a support issue, the productivity gained through a mobile device is temporarily paused – **every minute of downtime has a cost. The quick resolutions an effective managed service provider can provide mean more uptime and more productivity.**

LINQ
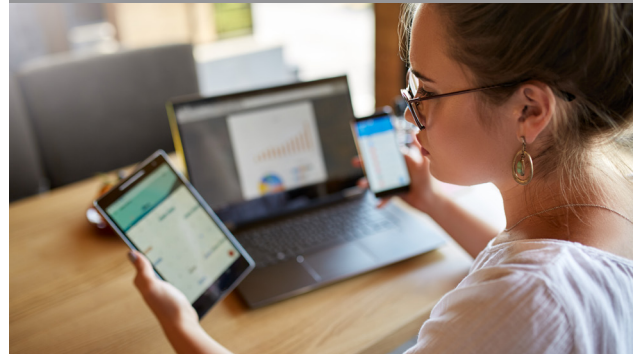
THE ENTERPRISE MOBILE DEVICE LIFECYCLE: SMARTPHONES, TABLETS, AND LAPTOPS

Mobile devices like smartphones, tablets, laptops, and mobile hotspots are there to help your employees connect better. But it doesn't take long to realize the ways they create demands on your IT team and organization.

Hidden costs of an in-house approach: Each device has a lifecycle and each stage of that cycle takes time. Every step — selection and purchasing, kitting out with accessories and installing device management software, sending the device to the employee, activating it, supporting it, and eventual retirement and recycling — takes effort, tracking, and up-to-date knowledge.

Where managed services can make a difference: Managed cellular services companies bring some serious know-how to each of these steps. Your in-house IT team is already pulled in way too many directions supporting your company's operations, but an outsourced provider has one job — to handle device management. They are experts with the most up-to-date device and carrier plan knowledge and locked-down provisioning processes to really max out efficiency.

❓ Questions to ask potential managed service providers:

➤ Do you order devices, package them with cases and covers, and send them out?

➤ Do you provide over-the-phone activation?

➤ Can you recommend and provide the tech and accessories that work for my industry?

➤ Do you offer a device recycling program, and how do you follow up to make sure unused devices are returned?

💲 Cost-saving spotlight:

➤ Managed Cellular Service providers make sure their customers are never overpaying – they know the latest trends, device features, and costs.

➤ A good provider will make thoughtful recommendations to save you time and deliver cost savings — but will also put those recommendations into action.

➤ Actively tracking a device's lifecycle saves companies from paying early termination fees.

➤ It's easy for employees to forget to return their old devices. Tracking and following up on this process can help you get credit for devices your employees no longer use.

LINQ

MOBILE DEVICE MANAGEMENT TOOLS: SECURITY WITHOUT THE WORRY

How do you secure all of your company's mobile devices and manage what your employees do on them? Mobile Device Management (MDM) is software that helps IT teams control devices, keep them secure, and enforce company policies on employee smartphones, tablets, and other mobile endpoints. MDM software options include features like device inventory/tracking, mobile support/management, application downloading controls, remote management tools, passcode enforcement, and alerts for users trying to bypass restrictions.

Hidden costs of an in-house approach: Companies want the MDM tool that gives them the layers of control and security needed for employees' mobile devices. But the time you spend selecting the right MDM product, setting it up on all devices or porting over to a new system, and the lifecycle management involved is time consuming and requires specialized knowledge. Meanwhile, your in-house IT helpdesk will have to learn a new skillset that they'll only use a fraction of the time.

Where managed services can make a difference: Managed cellular service providers work with loads of different MDM products across a range of their clients' industries. They are up to date on the latest products, features, and add-ons, including the most technical aspects.

❓ Questions to ask potential managed service providers:

➤ Do you provide setup and migration services?

➤ Can you provide Tier One and Tier Two support such as pushing apps and modifying policies?

➤ What MDM platforms or MDM vendors do you use, and can you recommend the best MDM solution for our needs and industry?

➤ If we currently use an MDM product you have not worked with before, will you support it, and can you get up to speed on it quickly?

💲 Cost-saving spotlight:

➤ Depending your industry and the services you provide, security concerns are serious business. **Having the right security tools in place and using them correctly can help you avoid the hassle and costs of a security breach.**

➤ Security tools, requirements, and industry regulations change frequently. A good managed cellular services company stays informed about the latest changes and makes sure their customers know what's up.

➤ As your company's needs change, migrations from one MDM to another might be necessary but are also a huge headache. This is one area where managed cellular service providers can bring massive efficiencies. If a migration is in your future, it's a great time to look into a provider that has the experience, project management methods, and techniques to ensure a smooth and timely transition.

SAVE ON RATES, SAVE ON TIME, AND MAKE BETTER INFORMED DECISIONS

When it comes down to it, companies that have employee mobile devices have two important questions to ask themselves:

➤ Does managing your company's mobile devices and their associated bills really help your AP and IT teams best support your mission and customers?

➤ Would you gain efficiencies by outsourcing all that work to a managed cellular services provider so your teams can focus on the core business?

For companies that aren't in the thick of the cellular and mobility world day in and day out, a good managed cellular service provider can bring substantial savings and efficiencies through economies of scale, experience, and expertise. And, if you already outsource one aspect of your enterprise mobility management (like tech support or telecom expense management), switching to a fully managed cellular solution provider will often provide you with more services at an overall lower cost. By choosing the right managed cellular service provider, your company may not just save time and resources, you may actually pay less overall and make better-informed business decisions, turning a cost into a cost-saver.
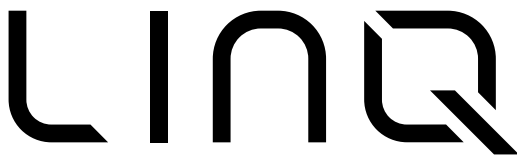
LINQ

Want to learn more about how LINQ Services can help you save time and money on your company's cellular services?
Get in touch today for a 60-day free trial.