



Mobility Expense Management: Simplifying Complexity

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The Impact

“Eighty percent of enterprises will **overspend** on their wireless costs by an average of **15% through 2014**” Gartner



Mobility Expense Management

A component of Enterprise Mobility Management focused on managing mobile assets and spend.



Cost Drivers

- Mobile Policy
- Carrier Plan Negotiation
- Usage
- Carrier Plan Configuration
- Inventory

Embracing Change

- Innovative new products
- Low price barriers
- High adoption rates
- Change in usage behavior





Mobile Policy

- What devices?
- What usage is acceptable?
- Who gets what?
- When do we upgrade?
- What applications?
- What are our security guidelines?



Plan Pricing - Challenge

- Multiple wireless carriers
- 1000s of plans
- Complicated pricing schemes
- Built for breakage
- Constant change



Plan Negotiation - Solution

- Leverage existing GPOs
 - Blackberry data plan on Verizon = \$44.99
 - Same plan as a member of the AGC = \$20
- > 3,000 lines
 - Special pricing
 - Consider current usage behavior
 - Consider future mobile plans
- Stay up to date



Usage Evolves

2006: 1.8 trillion SMS messages sent

2010: 6.1 trillion SMS messages sent

International Telecom Union

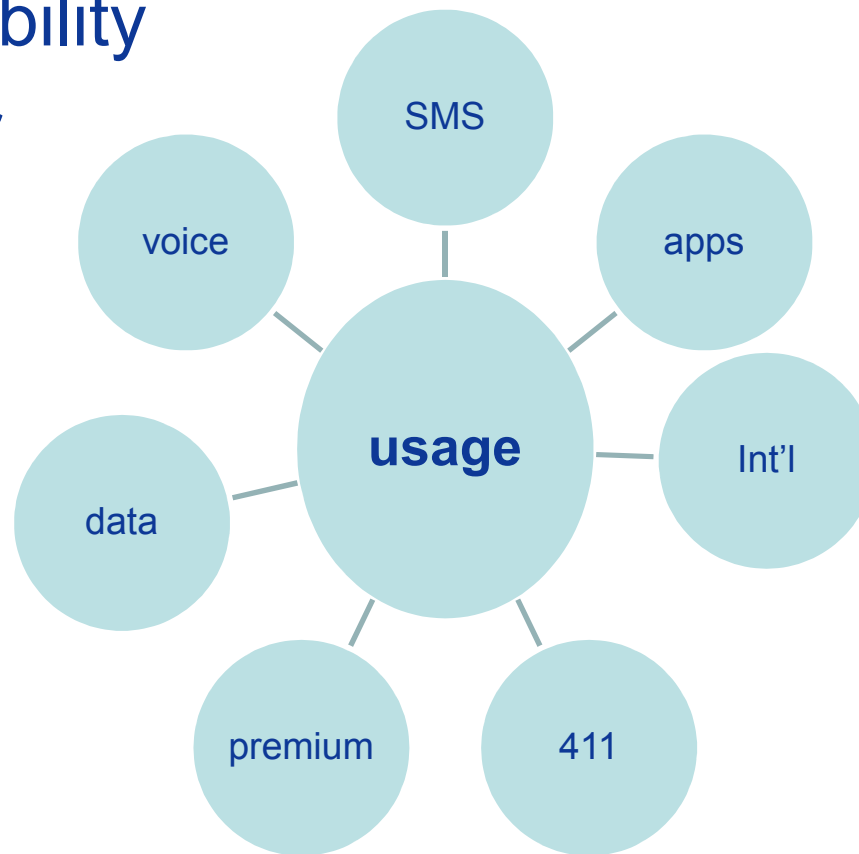
2008: Apple launched App Store™

2011: Over 10 billion apps downloaded

Apple

Usage - Challenge

- Constantly evolving
- Poor visibility
- Granular

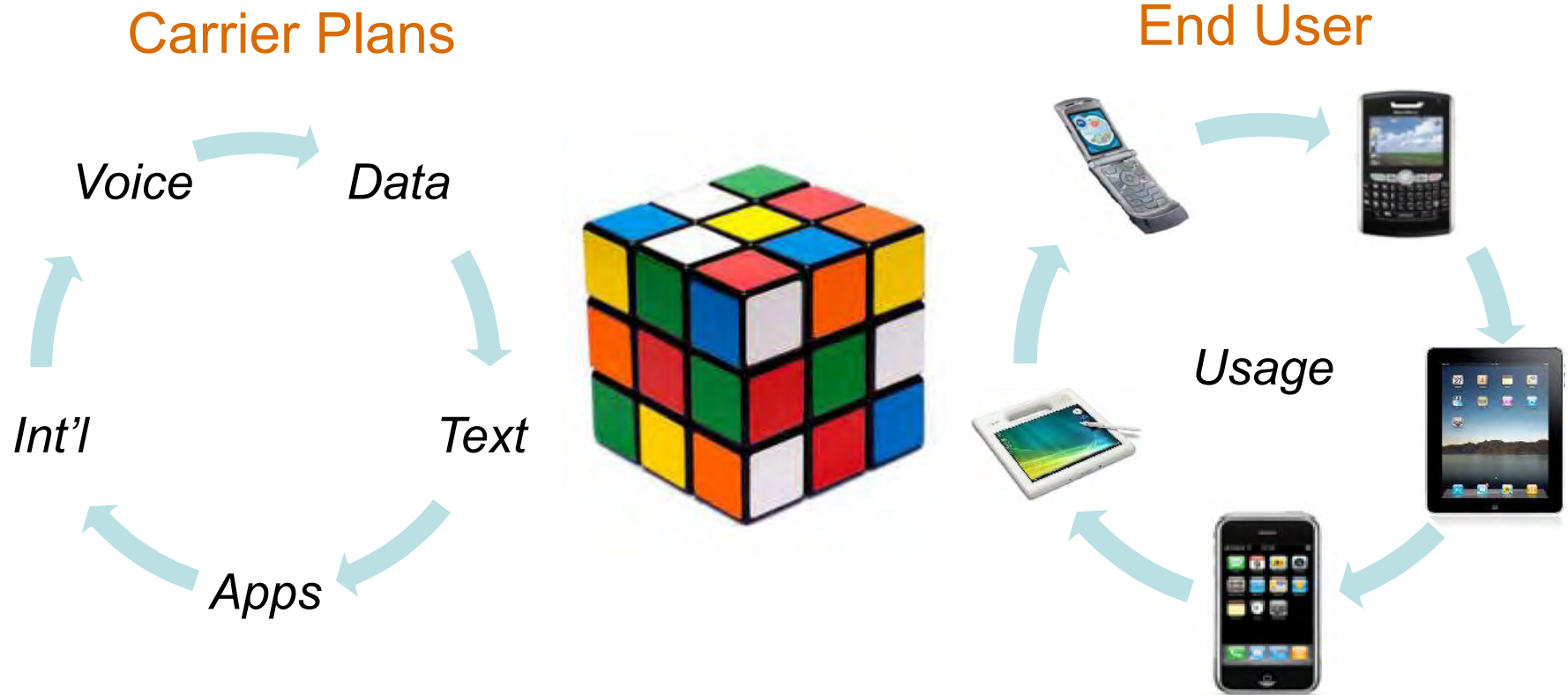




Usage - Solution

- Enforce policy
- Maintain visibility
- Notify end users
- Constantly reevaluate
- MDM (Mobile Device Management)

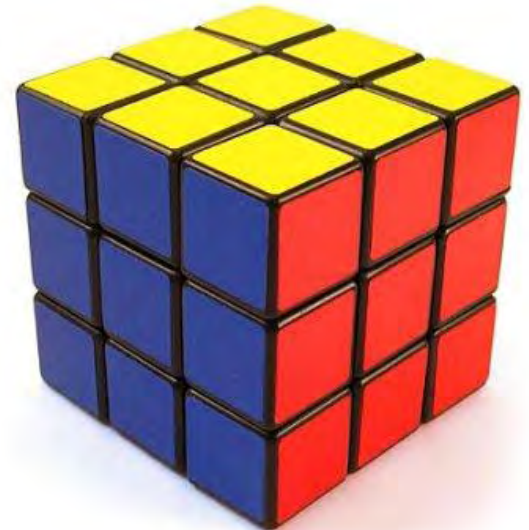
Plan Configuration - Challenge





Plan Configuration - Solution

- Pooling plans
- End-user plan compatibility
- Centralize change management
- Reference changes against...
 - policy
 - inventory
 - contracted service plans
 - usage





Inventory - Challenge

In February 2011, an audit of CA state-issued mobile devices uncovered that **1/3** of the active devices were not being used – costing the state **\$3.6 million** yearly. Sacramento Bee



Inventory - Challenge

- Multiple devices per user
- Users come and go
- Technology is refreshed frequently
- Devices are lost



Inventory - Solution

- Identify & record: who, what and where
- Integrate with change management
- Integrate with carrier billing
- Integrate with HR
- Audit often



About eMOBUS

eMOBUS provides technology and services that enable enterprises to quickly gain control of mobile device – spend, inventory, reporting and support.

“Cellular consumed 20% of my IT Department’s time. By deploying eMOBUS’ EMM platform, we **gained half of that IT labor back** while **cutting carrier billing by 23%.**” M. Smallwood, VP of IT, NetSuite