

# 5 TIPS FOR MOBILE COST OPTIMIZATION

Mobile usage is dynamic but most corporate mobile rate plans are static.

## Group Purchasing Organization

Check to see if your company qualifies for a wireless carrier Group Purchasing Organization (GPO). Often times these plans offer heavy discounts for those in specific verticals like construction, healthcare, government and non-profit. GPOs almost always have a greater cost reduction due to the unpublished plans they unlock. Continually analyze different GPOs to determine which one is best for your organization. Even consider those with a fee. If the 1x fee to join is \$1,000 but it delivers \$50,000 in savings, it is worth it.

## Pool Your Data and Voice

Look to see if pooling your data and voice reduces cost. (Make sure to include all devices in your analysis.) Also look for lines that should be outside the pool on individual plans, for example unlimited. Monitor your pools and usage monthly to adjust accordingly.

## Build a Low-Risk Buffer

Build a low-risk buffer by reviewing past usage data. While looking at historical data keep in mind elements such as a high travel periods that will affect your

buffers. Also set up alerts and review unbilled activity.

## Seek Out New Plans

Wireless carriers are consistently rolling out new plans and features that provide better allowances at a lower cost. In order to find these, set up Google alerts, check their websites, ask peers in your network, etc. Your direct rep typically won't bring these to your attention because they lack visibility into the new offerings. Wireless carriers roll out these new plans to obtain new customers but as an existing customer you can benefit from these today. Carriers want to retain your business.

## Be Proactive, Not Reactive

Engage with a fully managed mobility company that continually optimizes each bill cycle and is not just reactive - mitigating overages. Reducing your mobility costs should be proactive by optimizing in both directions and provide a net return to your organization. Look for a company that provides real-time data feeds, higher visibility around usage, weighted allocation reports, MACD support and a dedicated wireless expert.