BEFORE YOU DECIDE:
YOUR CHECKLIST OF MVNO CONSIDERATIONS

Looking at business-only MVNOs? Here's what you should know.

There may come a time when your company decides to take a look at Mobile Virtual Network Operators (MVNOs). The lure of potentially lower monthly wireless bills can be enticing. But how do you know if the grass is really greener? Before you make the move, it's helpful to understand what you are signing up for so you can set your expectations accordingly.

- **Network deprioritization.** When network traffic is high, MVNOs customers are deprioritized and data speeds will be slowed down temporarily. This can be disruptive and unreliable, which creates headaches for employees that are device-dependent or need fast connections.
- **Limited promotional deals.** The big players typically offer their existing customers great deals on new equipment every two years or so. Don't expect that from MVNOs, bundling or a wide selection of equipment. If you allow BYOD, understand that only certain phones might be accepted.
- **No roaming coverage.** Your coverage will be limited to areas where the parent company has cell phone towers. In areas where the big players, like AT&T, Verizon and T-Mobile, have no infrastructure, you will have no coverage.
- **Impact to service.** SIM swaps needed for a MVNO transition can increase the risk of service interruption to your critical devices. This will often leave your company responsible for the swapping of the SIMs in equipment which can be an unexpected cost.
- **Billing account number migrations are required for most MVNOs transition.** This can be disruptive to your company's invoice processing and payment workflows which can lead to unpaid invoices, late payments and possible service issues.
- **Early termination fees.** Moving your contract lines can result in substantial Early Termination Fees (ETFs) which needs to be taken under consideration.
- **Zero usage.** If you have a substantial amount of lines that need to be suspended and canceled, be aware that an MVNO could include those as proposed savings.
- **Data pool management.** A phased transition will likely add plan expenses due to a shrinking data pool on your current carrier.
- **Hidden costs.** Savings can be quickly eliminated with increased MVNO equipment costs. Backing out the added Monthly Recurring Costs (MRC) and Early Termination Fees (ETF) can give you a truer picture of adjusted monthly savings. It pays to read the fine print.
- **Less than optimal customer experience and expertise.** MVNOs aren't known for great customer service and don't always have the expertise needed to properly optimize or keep up with market trends. You may encounter long wait times or reps who are unable to resolve your problems.

Ask yourself:

- [ ] How critical are mobile devices to my business? Do I have IoT or M2M devices? VIPs users?
- [ ] Can I tolerate slower speeds during peak hours or potential max speeds?
- [ ] Do I need roaming coverage? What about my users or operations in rural areas?
- [ ] Am I OK with a limited selection of equipment and promos?
- [ ] Do I plan to bring-your-own-device (BYOD)?
- [ ] Do I have a good sense of the *actual* wireless savings once all MVNO expenses are accounted for?
- [ ] How important is customer service, flexibility and market adaptability to me?
- [ ] What value-add services am I looking for and can the MVNO provide?
- [ ] Do I still plan to engage a MMS or WEM vendor?

Speak with a vMOX expert today to understand your MVNO offer and negotiate a better deal with the MNO.

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