ACCOUNTING FOR SAVINGS

A Complete Guide to Measuring the Hard and Soft ROI of Managed Mobility Services

Ignoring soft ROI is like leaving money on the table.

When analyzing managed mobility services' return on investment (ROI), we often gravitate toward hard costs and savings. That's particularly the case when you can easily draw a line between invoice line items and discrepancies to dollars saved. But that approach to ROI measurement alone leaves money on the table.

Although we often focus heavily on hard ROI, soft ROI is quickly becoming the differentiator among managed mobility solutions. Hard savings will diminish over time as rate-setting laws and policies continue to evolve – especially as the United States adopts strict tariff regulations that already are norms in much of the world.

For these and other reasons, it's essential to account for all the savings managed mobility solutions generate. Some soft ROI centers are obvious; others aren't easily converted to monetary value at first glance. But if you look closer, the benefit is there, hiding in the invoices, timeclocks, spreadsheets, shipping labels, and even the faces of your employees.

NEED HELP FINDING THEM?

This eBook details multiple ways to achieve and measure hard and soft ROI from managed mobility services.

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What's the Difference Between Hard and Soft ROI?

When calculating the return on any investment, spend is always the clearest path. Sure, you can add time (and maybe even stress) to that spend, but more often than not, we look at hard dollars spent or saved. That's the hard return on investment (ROI) in a nutshell— efficiencies that are easily measured at face value.

Limiting ROI calculations to hard returns is shortsighted, however. There are numerous other ways returns ripple across the company. These "qualitative" benefits are often indirectly connected to the efficiencies and success of the company. While more challenging to measure, the full benefits of any project – in this case, managed mobility services – cannot be fully realized or analyzed without looking at both hard and soft ROI.

HARD ROI (VS) SOFT ROI

HARD ROI	SOFT ROI
Quantitative	Qualitative
Direct	Indirect
Tangible	Intangible
Easy to forecast	Difficult to forecast
Mostly planned	Sometimes unplanned

How to Achieve Measurable Hard ROI

Some say the hard savings of managed mobility is the low-hanging fruit of ROI because it's easier to calculate. But the truth is, you still have to find it. Savings can hide in nooks and crannies, which is why businesses of all sizes turn to experienced mobility management partners for outsourced management. That said, the two primary places to find hard savings are with wireless service plans and mobile devices.

8 Ways to Optimize Mobile Service Plan Costs

Plan optimization, which is often the first place analyzed for potential ROI from mobility management solutions, can take the following forms:

1 PLAN MANIPULATION
Adjust plans based on near-real-time usage trends.

2 POOL OPTIMIZATION
Configure a collective pool of minutes for employees to draw from based on usage habits.

3 FEATURE MANAGEMENT
Manipulate the availability of specific mobile device features to control costs.

4 BULK ENROLLMENT
Roll multiple users under one contract to secure a discount.

5 COLLECTIVE BARGAINING
Leverage a mobility management provider's carrier relationships and buying power to achieve the best possible rates.

6 NEGOTIATION
Achieve better pricing with the help of an experienced and reputable mobility management provider.

7 AUDIT
Identify and dispute incorrect charges and disconnect zero-usage devices that have been inactive for three months or longer.

8 BENCHMARKING
Engage in ongoing analysis to more easily pinpoint billing and/or usage anomalies.

5 Ways to Optimize Mobile Device Spend

Whether your business issues hundreds of the same devices or runs a BYOD program, hardware selection and management can yield mobility management ROI. Here's where you can find it:

1 PROCUREMENT
Tap into a mobility management provider's device purchasing and catalog management expertise.

2 BULK PURCHASING
Leverage a mobility management provider's relationships with hardware providers for quantity discounts.

3 LOGISTICS
Organize shipping protocols and optimize costs for inbound and outbound device shipments.

4 REUSE
Refurbish, reformat and redeploy used devices whenever possible.

5 RECYCLING
Recover value in old or damaged devices by recycling, which also offers secure disposal and reduces environmental impact.

How to Achieve and Measure Soft ROI

As noted, you want to avoid the trap of considering only the hard-dollar savings of mobility management for two reasons:

- ✓ **Hard ROI is thinning.** Mobile service plan rates are decreasing and becoming more regulated.

- ✓ **Soft ROI is abundant.** You simply need to be diligent in finding it.

To be clear, there are still significant hard savings to be achieved. However, over time soft ROI will become the bread and butter of mobility management rather than the gravy.

Advances in Soft ROI Measurement

Searching for Soft ROI has grown easier over the years. New technologies and methodologies now empower us to assign dollar amounts to many soft ROI measurements – a luxury we didn't have 10 or 20 years ago.

For example, speed-to-resolution in help desk tickets historically was classified as soft ROI because it significantly contributes to user experience and employee satisfaction. However, today's advanced mobility management platforms enable us to calculate the value of time saved. The following table is a simplistic example.

STEPS FOR CALCULATING THE VALUE OF TIME SAVED

	STEP 1 Track the time it takes to resolve trouble tickets.	STEP 2 Convert resolution time to hours.	STEP 3 Multiply hours by a help desk associate's hourly rate.	STEP 4 Calculate the value of the time spent.	STEP 5 Compare to previous benchmarks to determine the value of time saved.
STARTING SPEED	2,400 MINUTES	40 HOURS	$25 PER HOUR	$1,000	N/A
NEW SPEED	1,200 MINUTES	20 HOURS	$25 PER HOUR	$500	$1,000

This soft ROI measurement can be applied across three areas.

Process Outsourcing

User Experience

Security

Process Outsourcing

Process outsourcing contributes to soft ROI by:

✓ **Freeing up staff time and resources**

✓ **Providing a comprehensive and objective view of efficiencies and inefficiencies**

Process outsourcing also crosses over into hard savings because it inevitably uncovers direct savings. There are many areas inside an organization where process benefits may be realized as follows:

Areas to Target for ROI Through Process Outsourcing

1. **IT Support** – Outsourcing help desk functions can yield direct time savings plus the value a streamlined support platform contributes to user experience.

2. **Invoice Management** – Invoice loading and analysis is a tedious task that delivers plan optimization (see part 1), time savings and peace of mind.

3. **Accounting** – Accounts payable general ledger (APGL) and cost allocation practices contribute to time savings, cost savings, and possibly accuracy as well.

4. **Procurement** – Besides hard savings achieved through partnership with an experienced mobility management partner for procurement, soft ROI is generated in accuracy, efficiency and consistency across device deployment.

5. **Onboarding/Offboarding** – Device lifecycle management plus configuration, kitting, logistics and training add up to measurable time spent managing mobility.

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User Experience

A consistent user experience drives employee satisfaction and engagement. Employee engagement is notoriously difficult to measure, but when users are happy, they're more productive. Here's a closer look at how this breaks down:

STAFF PRODUCTIVITY

The procedures, policies, practices, and checks and balances we've covered contribute to more productive employees.

- Outsourcing mobility management saves time across departments and reduces downtime.

- Managed mobility facilitates more efficient collaboration across departments and geographies, bringing teams closer together.
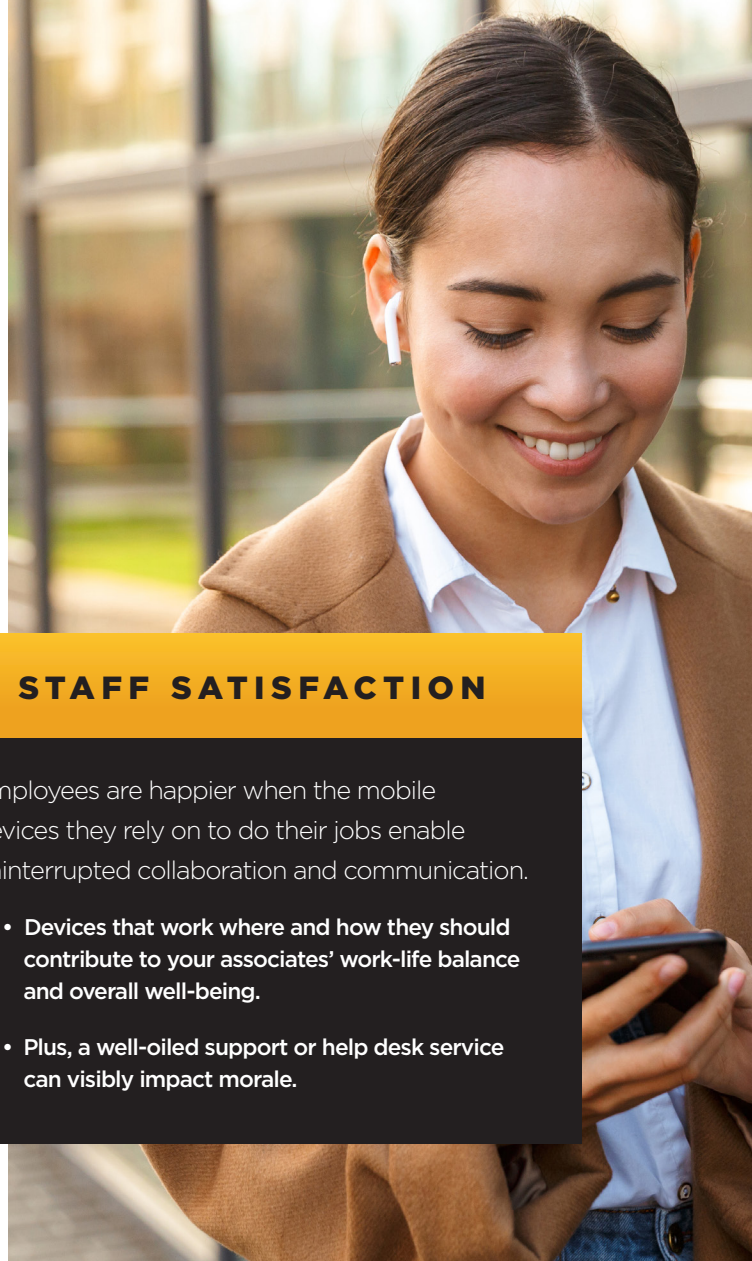
STAFF SATISFACTION

Employees are happier when the mobile devices they rely on to do their jobs enable uninterrupted collaboration and communication.

- Devices that work where and how they should contribute to your associates' work-life balance and overall well-being.

- Plus, a well-oiled support or help desk service can visibly impact morale.

Security

Let's not forget security. The cost of unmanaged mobility programs is potentially very high because the impact of a security breach can be devastating, starting with stolen data, downtime, cleanup and recovery and ending with lost customers and managed reputation.

An all-encompassing mobility management solution cuts down inherent risks of managing many mobile endpoints with policies and procedures that keep your endpoints safer by ensuring they're:

- ✓ Used appropriately
- ✓ Tracked at all times
- ✓ Wiped clean when lost, stolen or reassigned

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Discovering Hard and Soft ROI With a Managed Mobility Partner

The bottom line is that a holistic approach to ROI is mandatory for mobility management. Companies often overlook the soft ROI, which can be a huge portion – if not the majority – of the savings achieved from managed mobility solutions. The combination of hard and soft ROI – and optimizing them in tandem – represents the true value proposition of managed mobility services.

Gone are the days of administering mobile assets manually via spreadsheets and e-mails or investigating new service plans only when contracts expire. Today, mobility optimization and management require ongoing and proactive analysis and action to realize a full return on mobility investments. And it requires expertise, which is why businesses large and small turn to enterprise mobility management experts like vMOX to help them achieve ROI.

WHAT MAKES VMOX DIFFERENT?

✓ **CONTINUAL OPTIMIZATION AT EACH LIFECYCLE STAGE**
Find maximum cost control, increase agility and free up valuable time and resources.

✓ **FULLY AUTOMATED PROCESSES AND SPECIALIZED INTEGRATIONS**
Quickly and easily manage mobility in a single portal, avoiding unnecessary effort, expense and risk.

✓ **POWERFUL GRANULAR ANALYTICS AND CUSTOM REPORTING**
Obtain near-real-time clarity and pinpoint accuracy for strategic financial decisions.

✓ **CUSTOMIZABLE SOFTWARE AND SERVICES**
Receive a unique and streamlined experience that fits your business needs and drivers.

✓ **EXPERT KNOWLEDGE AND SUPPORT**
Secure competitive contracts and stay ahead of mobility demands and trends.

Ready to Optimize Your Mobile Enterprise and Realize Full ROI?

Contact a vMOX enterprise mobility specialist today to get started.