

The Long-Term Cost of Mobile Services

The Business Case

March 2010

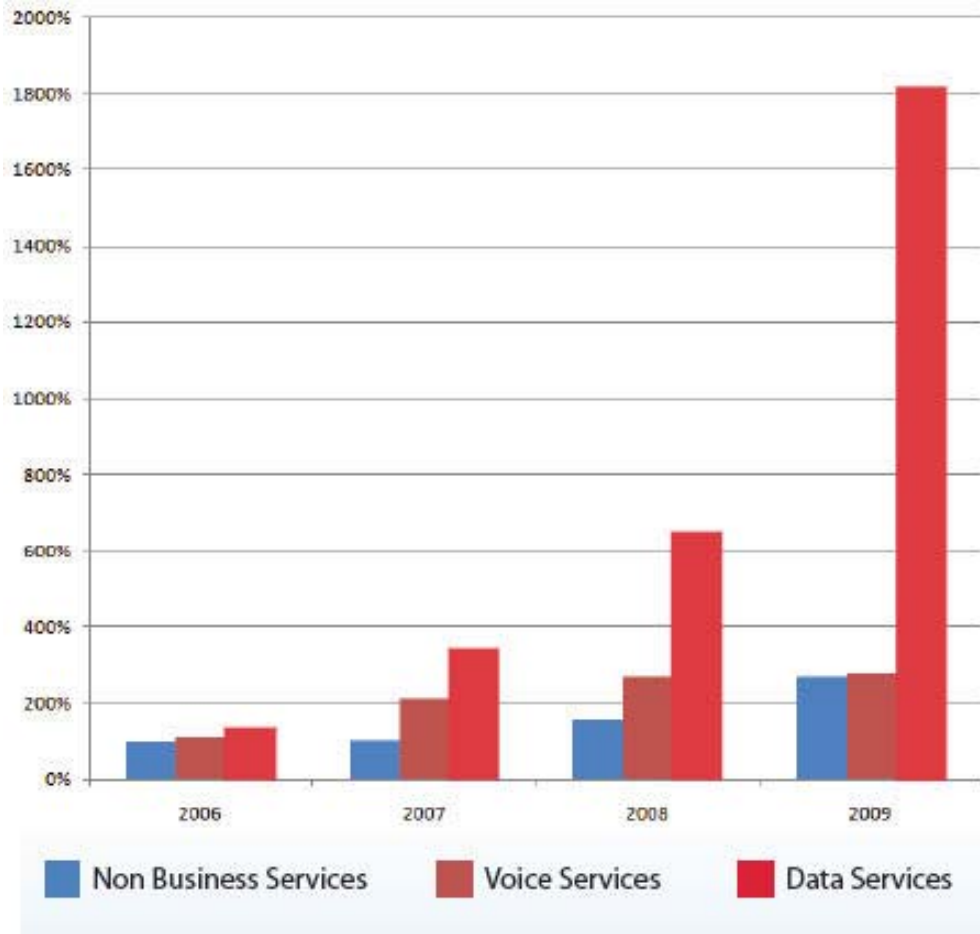
Background

- The information in this report has been collected by TelDesign Inc.
- The information is based on a compilation of information from several TelDesign clients
- The conclusions presented in this report represent TelDesign's client community; no claim is made regarding the general validity of our findings

Mobile Services Usage Facts

- Fact: the use of mobile services in businesses is skyrocketing
 - The average number of voice minutes per user increases by 1.5% (on average) per month
 - Data usage (Mb sent/received) has recently started increasing exponentially
 - The number of text messages sent/received is increasing exponentially
 - The use of mobile devices for non-business-critical activities increases on an ongoing basis
 - The penetration of phones in the business community is increasing at a rate of 20% per year

Mobile Usage: Historical View

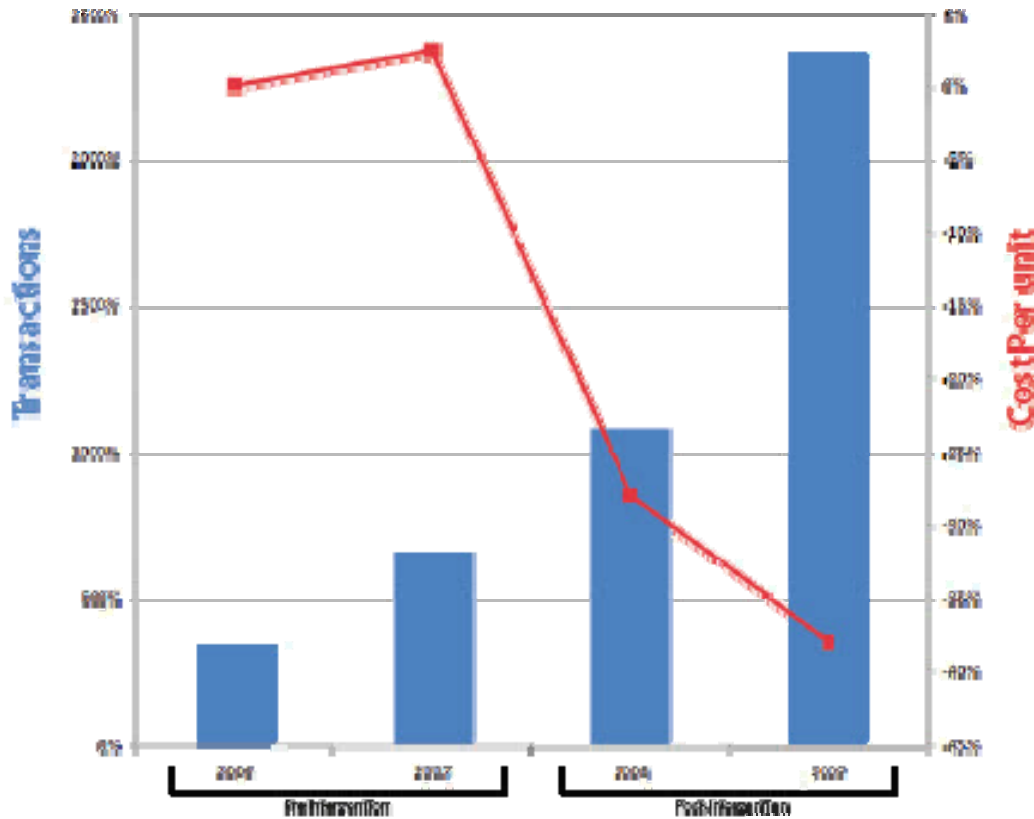


Average airtime use per subscriber has steadily increased

Average data usage (Mb) per subscriber is rapidly increasing

Number of text messages sent/and received is increasing exponentially

Mobile Usage: With Intervention



Despite increases in usage and an increase in number of devices, TelDesign customers experienced a decrease in costs associated with wireless services and devices after TelDesign began intervention with the Mobilewatch® service.



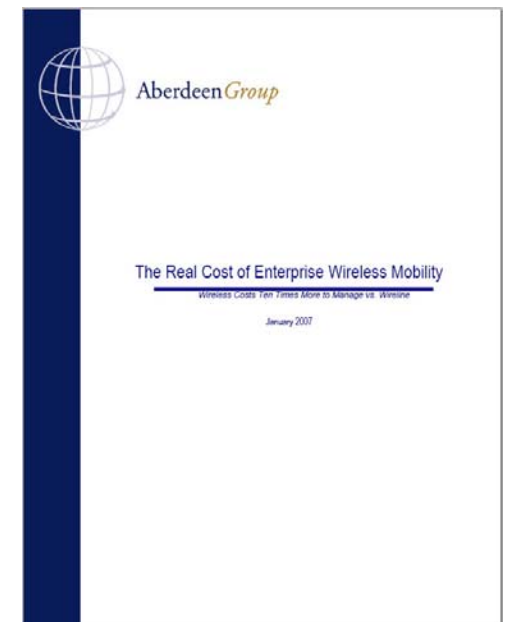
How is that possible?

Cost Containment Best Practices

- MobileWatch[®] delivers cost-containment best practices as recommended by the Aberdeen Group:

1. Migrate from employee-liable to corporate-liable contracts.

MobileWatch[®] ensures that a company's mobile service agreements are right-sized to the company's actual usage. Contracts negotiated by TelDesign under the MobileWatch[®] service aggregate spending and provide deeper visibility into costs.



Cost Containment Best Practices

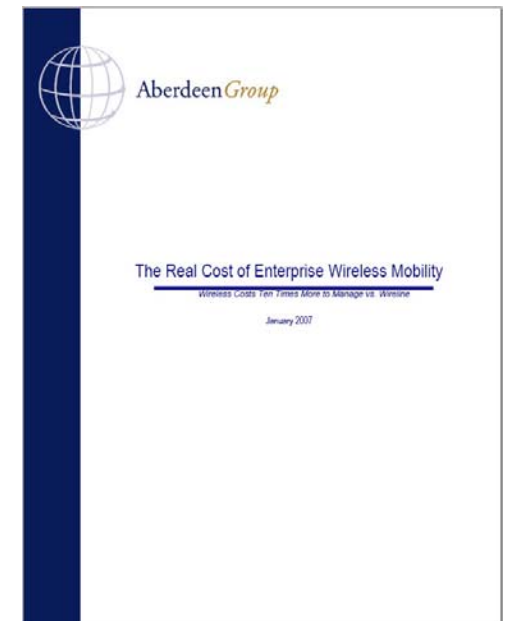
2. Gain access to expertise.

MobileWatch® is delivered by professionals with deep domain expertise in managing wireless inventory, controlling costs, and negotiating sourcing for wireless mobility.

3. Budget 10x more for operational support.

“Wireless mobility is an emerging area where enterprises should plan for sufficient personnel or external support.”

MobileWatch® provides expert external support while reducing costs.

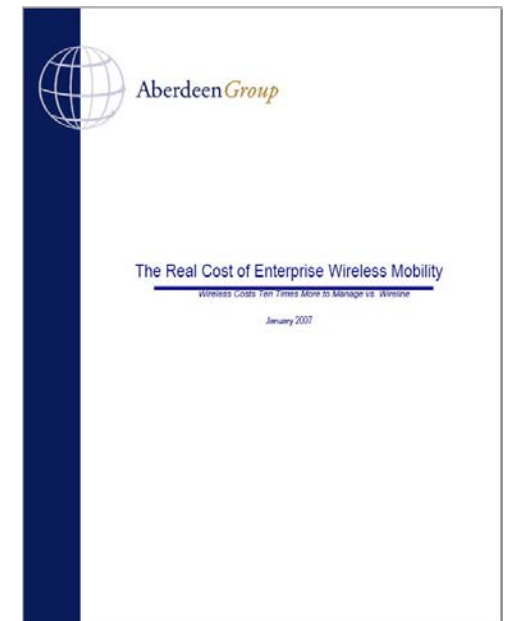


Cost Containment

4. Implement technology.

"Technology reduces the costs to manage wireless mobility."

With MobileWatch[®], TelDesign has made these investments in proprietary technology.



Calculating Your Real Costs

- Cost scenario to manage mobile services, using Aberdeen Group cost estimates:
 - You have 1 person to manage 1,000 landlines. Loaded labour cost = \$30,000
 - You intend to manage your 500 mobile devices.

Annual Labour Costs:

\$114K = best-in-class

\$153K = Industry average

\$190K = laggard

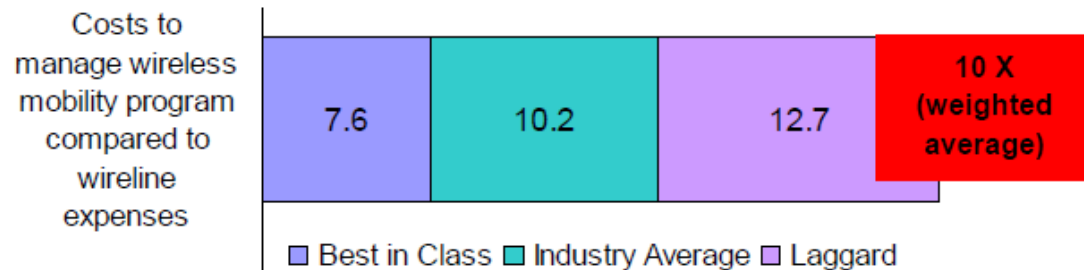
Monthly Cost-Per-Unit:

\$19 = best-in-class

\$25.50 = Industry average

\$31.75 = laggard

Figure 7: Best in Class Is More Efficient at Managing Wireless Mobility



Reduce Costs Through Outsourcing

- TelDesign customers using the MobileWatch[®] service can save as much as 50%

Or, between \$12 and \$300 per device per month

# units	Cost-Per Unit
250	\$8.90
500	\$6.70
1000	\$4.90
2000	\$4.10

Sample monthly cost per unit with the help of a wireless expert

About Mobilewatch®

MOBILE*watch*

- Turnkey management service for mobile services plans and devices
- For companies with 50 or more mobile devices
- Provides substantial short-term and long-term savings
- Proactive monthly service is hands-off for the client
- Reduces management labour costs

About Mobilewatch®

MOBILEwatch

- **Stage 1: Pre-Intervention**

Proprietary software analyzes your wireless usage for the past 12 months. Our report tells you how your organization's mobile and data plans are being used and whether your usage is within norms for your industry.

- **Stage 2: Intervention**

We review your wireless contracts and compare to your actual usage to determine if you have the most optimal contracts. We negotiate on your behalf to design a contract that fits you.

- **Stage 3: Post-Intervention**

Monthly management reports by department. Ongoing work to continue to optimize your contract. Outlier analysis. Non-business use analysis. Roaming adjustments. Hardware management. Usage awareness.



Learn More

- **Request a customized business case**

Enlist TelDesign about performing a usage analysis, complete with recommendations and a business case, for including the MobileWatch[®] service in your outsourcing model.

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