

## Wireless Optimization Lays the Foundation for Ongoing Savings



### **Spectrum Untangles Wireless Contracts for Growing Concrete Construction Company**

*Throughout the last decade, the evolution of mobile technology has changed the way business is conducted. For many companies that have also experienced exponential growth, adapting to the breakneck pace of this phenomenon has presented a myriad of unexpected challenges. Most companies were unprepared for the explosion of mobile device adoption among their employees, and were subsequently left to sort out the administrative and management challenges of mounting wireless costs.*

*During this time, wireless carriers introduced increasingly complex contracts based on various combinations of usage and data consumption. As a result, many companies didn't fully understand the terms of their wireless contracts and became less likely to negotiate more favorable terms. It's a scenario that most companies are ill-equipped to deal with, as a lack of internal expertise puts unnecessary strain on resources and productivity.*

#### **CASE IN POINT: Internal Wireless Management Proves Fruitless**

Few people within an organization are in a better position to weed out wireless strategy inefficiencies than the chief financial officer. After all, he's the one who sees the impacts that escalating wireless costs have on the bottom line and has visibility to the activities of the company's internal resources.

When the CFO of a growing Midwestern concrete construction company saw his company struggling to control wireless costs, he became increasingly concerned. While business boomed and the number of employees expanded in just a few short years, he had watched the company increase its mobile usage from 200 to more than 500 devices. The company was using two wireless carriers, and the costs were quickly mounting.

To address the problem, the CFO first assigned a few dedicated internal resources to devote a fraction of their normal work responsibilities to wireless administration. With considerable effort, they were able to make a dent in the management process:

- Developed and maintained a makeshift mobile expense dashboard
- Pored over the mountains of carrier bills
- Performed online validation, pulled usage and contract data off carrier sites
- Negotiated contract agreements with carriers

At times, the company seemed to have gotten their arms around wireless administration. But, keep in mind that the internal resources were not trained in wireless optimization techniques, and they began to run into issues:

- Difficulty adding 50 to 75 new devices at a time to keep up with employee demand
- Internal resources sometimes overlooked wireless administration in lieu of performing their primary job responsibilities
- Wireless carriers altered the way data was provided from their website, hindering the company’s visibility to wireless activity
- Changing carrier contracts increased wireless spend

In the words of this company’s CFO, this process of internal wireless administration became a “roller coaster whip-lash ride.” It was clearly time for another approach.

### **Wireless Optimization — Take Management off Your Company’s Plate and Save Money**

It became clear to the CFO that internal wireless optimization was largely ineffective. Having called on Spectrum previously for a one-time telecom optimization project, he knew it was time once again to tap into their expertise.

Spectrum’s approach was simple: perform a complete wireless optimization audit and find ways to save the company money on its spiraling wireless costs. With their vast experience in carrier contract evaluation and negotiation, Spectrum was able to reduce wireless costs by nearly \$20 per mobile device — without interfering with the company’s operations or putting any strain on its internal resources.

The concrete construction company and Spectrum then split the savings equally. This shared savings arrangement yielded many short- and long-term benefits for the company, including:

- No investment required for the company to achieve these savings
- Wireless administration and management taken off their plate
- A long-term partnership with Spectrum to maintain the level of savings

As part of their cost-saving program, Spectrum gave the CFO access to TrueVue®, a telecom expense management tool that provides reporting, analytics and asset management. With this front end dashboard, the CFO gained visibility to the wireless costs across the organization, and the company was able to set up any additional devices with the most optimal plan. On the back end, packages and plans continued to be managed by Spectrum’s wireless optimization experts.

### **Bottom Line Savings**

The wireless optimization effort lowered the company’s wireless costs by 50 percent per month. The CFO was equally thrilled to hand over the tasks of keeping up with changing mobile technologies and managing wireless carrier plans to Spectrum.



*“Spectrum always knows what’s going on within the wireless world and is constantly looking for ways to save us money. It’s a true partnership, and that’s what we need. We both win together.”*

**CFO, Midwestern concrete construction company**