

## UPDATED, New Information

# Learn What the Experts Know and Carriers are not Telling You “About Reducing Mobility Expenses by 20%-40%”

## A Consultant’s Playbook - Made Easy

Updated - September 2021

### 1.0 Enterprise Mobility Market Overview



**Industry** - Prices are continuing to shrink. A good example is AT&T’s offering of a custom plan shown in this report. For \$27 a month the enterprise can get a 50GB Unlimited plan.

**Signal Coverage** - What carrier has the best coverage can be debated all day long from different perspectives. Yet, **no carrier can cover all** the USA, or any territory around the globe e.g., Orange, Vodafone, etc. **It is true that carriers know they have pockets with no service not shown on their maps because they hear from users complaining every day.** Coverage is a personal preference because of our movements.

### 4.0 Mobile Rate Plans

**Generally available** - As of the spring of 2021, the pricing for unlimited plans between AT&T, Verizon, and T-Mobile has really heated up with a **cost differential between the three being \$10 - \$15 per month.**

### Return-on-Investment (ROI)

#### ROI Assumptions

- 200 & 1,200 – Smartphone devices
- \$50 – Cost of existing carrier device. (If the smartphone is a part of a data pool, the price of the pool plus price of each device in the pool divided by the # of users in the pool is the cost of each device).
- \$35 – Cost of the new unlimited plan. (If multiple unlimited plans are used, there would be a cost per plan with how many users moved to that plan.)
- 21.70 % - Average taxes and fees across the country as of 2019 per “Tax Foundation”
- \$10.85 – Average Cellular taxes and fees using \$47 carrier plan cost ( $\$50 \times 21.7\% = \$10.85$ )
- \$7.60 – Average Cellular taxes and fees using \$35 carrier plan cost ( $\$35 \times 21.7\% =$



- \$7.60)
- **\$3.25**– Savings of Taxes and Fees per device over existing plan (\$10.85 - \$7.60 = \$3.25)
- **\$15** – Savings per device over existing Verizon like plan (\$50 - \$35 = \$15)
- \$94,500 – Average Salary of telecommunications support staff, excluding benefits

### 1,200 Smartphone Devices

- ✓ ((Per device savings + taxes and fees savings) x number of devices) x 12 months = **Hard Dollar savings**
  - $((\$15 + \$3.25) \times 1,200) \times 12 =$  **\$262,800/year**
- ✓ ((Hours saved per month x 12 months) x Hourly rate of salary) = **Soft Dollar Savings – Time Bought Back**
  - $((4 \times 12) \times \$59.06 =$  **\$2,835/year**
- ✓ **Total Savings** **\$265,635/year**

## 5.0 Contract negotiation

### Cost Savings Opportunities

Take the basic step first. Check with the carrier rep to see what willingness they have in helping reduce the enterprise cost in the following areas.

#### Domestic

- ✓ Unlimited voice or data plan
  - **\$X - \$Y fixed credit off the plan fee**
- ✓ Pooled Voice or data plan
  - **\$3, \$X, \$Y fixed credit off the individual device fee depending upon the amount of associated data with the device**

## 6.0 Bring Your Own Device (BYOD)

### Possible Savings Calculations Moving to BYOD

- ✓ **200 Smartphone Devices**
  - Move from Corporate Owned Plans to BYOD Savings
  - Upgrade Device Time Savings No Longer Needed with BYOD
  - Invoice Management Time Savings No Longer Needed with BYOD
    - **Total Possible Savings with 200 devices \$100,924/year**

**NOTE:** You will need to order the White Paper to find more details within the “Whitepaper Sampler” and other chapters. You will gain confirmation and key information that only the experts know. Normally \$995, sale ends 10/31/2021

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