Mobility Managed Services (MMS)

Managing the Complete Lifecycle of Global Communications

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EXECUTIVE SUMMARY

Communications and IT have been converging for many years. Social, mobile, and cloud computing are accelerating this convergence at a pace previously unseen, and global enterprises are being continually challenged to support the resulting technology advancements in a rapid manner. With mobility bearing the lion’s share of this convergence until this point, many enterprises are finding they have neither the expertise nor resources to manage the rapid technological shifts and process logistics for large mobile deployments and migrations.

What are the Challenges?

Increased mobile complexity and its impact on the IT organisation is a key concern for many global enterprises, in part because of the sheer breadth of the issue. Mobile technologies can and do increase productivity, improve customer satisfaction, and streamline the delivery of business-critical information, goods, and services. But those same mobile technologies impact every aspect of the IT environment and influence the management of networks, data, security, assets, applications, and support.

The consumerisation of IT is creating an unprecedented need for IT to support the “latest and greatest” devices while simultaneously addressing financial pressure to keep costs in check. And as the complexity increases, so too do the number of challenges the organisation faces:

• Too many users to track and too many devices to count
• Large mobile fleets with excessive helpdesk inquiries
• Unmanaged, potentially risky applications in use
• Undefined or ill-enforced mobile policies
• Turnover regularly resulting in proprietary information leaving the company
• Inability to monitor and track employee usage in real time to contain overage charges
• Corporate IP and confidential data not secured on devices
• Too many maintenance updates and application management chores
• Confusion over which liability model to deploy
• Inability to secure best-in-class rates

Compounding this complexity is the fact that organisations want to continually improve their ability to drive productivity in the workforce and improve client interactions in order to increase client satisfaction, retention, revenue, and up/cross-sell opportunities. Much of this can be achieved by unleashing the power of an organisation’s mobile estate.

These challenges and goals, among many others, form the basis for the mobility solution the market is calling Mobility Managed Services (MMS).

This paper focuses on the capabilities of MMS and the importance of these capabilities in developing and supporting a successful mobility strategy—one that provides the enterprise with exceptional visibility into, and greater control of, their global mobile enterprise communi-
cations environment. Whether it’s assistance with strategy, reducing and managing expenses, onboarding devices, refreshing fleets, servicing replacements and recycling, or securing corporate data and equipment, MMS is the answer.

**What Is MMS?**

As a result of the rapid change in mobility, as well as the desires of various segments of the enterprise to harness the power of their mobile fleet, today’s MMS market space encompasses the complete operational management of a company’s mobile-based services and devices, including mobile phones, smartphones, tablets, and ruggedised devices. Gartner calls MMS “the ability to plan, procure, provision, manage, and support smartphones, tablets, and devices with integrated cellular and/or wireless connectivity” by a third party vendor.

Tangoe’s MMS solution builds upon the technology-enabled services our customers have relied upon for years, including device security, logistics, invoice processing, inventory management, and strategic consulting services, providing the critical mobility expertise that enterprises are unable or unwilling to address. All too often, organisational IT staff is severely limited by both number of support staff and their technical capabilities. Internal resources are just not able to keep up with the dynamic changes within a mobile market that is fragmented and complex. MMS allows the organisation to offset the work involved in supporting a mobile strategy to a third party vendor specialising in the services and solutions required.

In a larger sense, MMS is also being positioned as a mobile enabler of strategic opportunities for transformation, innovation, and growth within the enterprise. Organisational mobility is moving beyond just managing a growing and diverse number of devices, applications, and operating systems. Businesses are beginning to look for ways to use mobility to deliver services, create revenue streams, manage productivity, and lower operational costs. Designing that strategy and enabling the day-to-day cost-effective management of such a program, is what MMS is all about.

MMS can also be an enabler to a balance of power within the enterprise. BYOD, hybrid liability models, and mobile applications being embraced by individuals and various lines of business have challenged IT to keep pace and deliver on their core responsibilities of avoiding risk, enforcing policy, and enabling productivity. Many individuals and lines of business have moved forward without adequate cooperation and consideration for IT. MMS can reduce complexity and confusion by bridging the gap between IT, users, and other important stakeholders (i.e. finance, HR, etc.) by implementing mobile standardisation and process controls, centralising the complete management of the mobile workforce, and improving IT’s ability to keep pace with productivity-enhancing technology while securing the enterprise communications infrastructure. MMS offers organisations a predictable cost model, a monthly per-device fee for the "soup to nuts" management of their entire mobility infrastructure.
How Gartner Defines MMS

In their report “Critical Capabilities for Mobility Managed Services,” Gartner defines six “Critical Capabilities” that a successful MMS project must embrace. These components form the first line of defense in what Gartner considers, the “offloading of tactical management and support issues that many businesses are unable, or unwilling to address for the rapidly expanding portfolio of smartphones, tablets, and field service devices.”

Those six critical capabilities are:

1. **Mobile sourcing and logistics management** – Having the systems and services in place to purchase and provision mobile services, applications, and devices. This capability should also include a self-service component for choosing, provisioning, managing, and troubleshooting both corporate and individual liable model devices.

2. **Mobile service management** – Systems/services by which the enterprise can gain visibility and control of inventory, optimising the cost and management of devices and carrier services through ongoing audit and sourcing programs, real-time expense management, policy adherence, and other traditional TEM functions.

3. **Mobile device and system management** – Services/solutions that provide device-specific information and controls like performance metrics, device health diagnostics, connection options, and device monitoring capabilities, and provide “consistent change management processes and methodologies.” This discipline also includes help desk services.

4. **Mobile software and messaging management** – Services that enable the creation, distribution, and management of proprietary, O/S-agnostic applications, or the presentation of corporate “app stores” across whole or segmented communities.

5. **Mobile security management** – Services/systems that govern and enforce rule-based policies (including devices, service plans, applications, entitlement) and the security surrounding those services.

6. **Mobile program and financial management** – Consulting services that give the provider the ability to negotiate on behalf of the enterprise in matters pertaining to service and device contracts in order to secure optimal rates, terms and conditions.

MMS Market Players

Historically, mobile management was oriented around managing the on-boarding, policy, expense, and support of mobile devices. Today’s MMS embraces additional capabilities that are highly relevant to an effective mobile fleet: managing hybrid liability models; automating historically manual tasks like policy enforcement and geo-mapping to prevent roaming; managing non-carrier devices (i.e. tablets) and machines; expanding support services around device logistics, global access, and 24x7 help desk.

1 “Critical Capabilities for Managed Mobility Services,” Eric Goodness and Phillip Redman, December 2011, G00225198
Given the expansive requirements of the marketplace, vendors in the space range from carriers and hardware providers to wireless providers, systems integrators, and niche players with point solutions. While there are some basic capabilities (for instance, device deployment and management, security, and support), additional capabilities vary widely, often based on the core technologies of the provider.

**Use Cases**

The growth of smartphones and tablets within the enterprise has come at the hands of the employee as consumer—willing to spend their own money on the device of choice in order to improve the way in which they do their jobs—a response to the demand of enterprises to do more with less.

Put simply, the demand for mobility requirements increases while the pressure to hold down costs remains constant.

There are a few essential areas that most organisations, at one point or another, will be forced to reckon with in their efforts to build a world-class mobility infrastructure:

- Device & application deployment
- Network infrastructure
- Security
- Cost

Whether it’s getting devices under control, building an enterprise app store, expanding support without increasing headcount, or simply reducing mobile expenses, the functional need will vary at any given time. What remains constant is the need to manage the process; the day-to-day “care and feeding” of the mobile enterprise across all phases of the lifecycle.

We break down the primary use cases as:

**Use Case A**

**Enforcement of Corporate Resources**

Organisations need to establish and enforce mobile policies associated with the device, and data on and accessible by the device; for accessing corporate resources, distributing, and maintaining applications; for device plan and service expense; for device and OS inventory; for enterprise-wide class of service definitions.

**Focus:** Risk and corporate governance

**Value:** User satisfaction, security

**Solution:** A hosted device management solution with self-service capabilities, help desk, security, and policy management, application deployment, maintenance, and support.
**Use Case B**
**Expense Reduction, Control, and Visibility**
Organisations in this use case are less worried about security and more concerned with expense reduction. The need is to gain visibility and control of their devices, usage, and costs—both historical and real-time.

**Focus:** Expense

**Value:** Expense reduction, visibility, control

**Solution:** Mobile expense management, real-time expense management, and associated managed services

**Use Case C**
**Mobility Outsourcing**
A convergence of the first two use cases along with heavily structured managed processes and methodologies to control operations and costs.

**Focus:** Outsourcing

**Value:** Cost reduction, resource management and reduction, improved service levels

**Solution:** Device activations, forward and reverse logistics, global help desk

**Use Case D**
**Business Transformation via Mobile Estate**
The focus of organisations identified with this use case is on enabling transformation within the organisation—in the form of improved employee productivity and increased client satisfaction, retention, and revenue expansion—by implementing innovative technologies and methodologies in support of the mobile estate. The components of the previous use cases (device, application, and expense management) are employed, but focus is given to how those elements can be tailored to the organisation (i.e. app store) to improve processes and increase growth.

**Focus:** Transformation

**Value:** Innovation, growth

**Solution:** Mobile application development, process reengineering, extension of mobility through back office systems

**Tangoe’s Approach to MMS**
Tangoe is approaching MMS as a means to address the entire mobile fleet management life-cycle, specifically oriented around each organisation’s challenges.

Every organisation has their own unique solution criteria and characteristics based on their individual problems and challenges, as well as their expectations for resolution. In addition, within each organisation the individual stakeholder groups may have specific areas of concern as well. For instance:
• Finance or procurement – Reduce costs
• IT – Reduce risk, improve security, implement, manage, and enforce mobile policies
• Operations – Outsource to increase service levels while reducing expenses across lines of business: tactically through productivity and end-users; strategically through comprehensive analytics access for better decision making by departmental heads.
• Sales – Simplify sales, increase revenue, and boost up- and cross-sell opportunities
• Marketing – Improve client and buyer understanding and intelligence, predict behavior
• Customer service – Improve client satisfaction and retention

As referenced in the aforementioned use cases, each enterprise has different needs and each enters the value scale at the point of the highest priority. For some that’s the area of risk mitigation—it’s about securing access to corporation information and not much else. But once that’s accomplished, the challenge shifts to reducing expenses and controlling resources. Finally, the value shifts to being able to transform the business using real-time data to anticipate challenges and optimise communications.

Engaging with clients on an MMS solution is not a “one and done.” MMS is a continuum that allows Tangoe to help discern the needs of the client and identify opportunities for improvement, leverage technologies over the life of the relationship to support those changing needs, and leverage that relationship to achieve the maximum value for the client.
Tangoe’s MMS offering is broken down into five critical capabilities that encompass the entire communications lifecycle:

1. **Advise** - Assist customers with understanding their current environment, identifying strategy for using mobile technology for competitive advantage, and charting a course to implementation.

2. **Activate** - The systems, processes, and services supporting the front-end on-boarding of mobile users, devices, applications, expense models, and access to corporate resources in alignment with corporate strategy.

3. **Manage** - The systems, processes, and services supporting the on-going policy management of the devices pertaining to accessing corporate resources, security, risk, and productivity associated with applications, content, and end-users.

4. **Expense** - The systems, processes, and services managing all aspects of mobile expense for which the corporation is responsible.

5. **Support** - The systems, processes, and services addressing end-user issues associated with hardware, software, connectivity, or plans.
Advise

The first step in a successful managed mobility program is to assess the mobile infrastructure of the enterprise. When developing a mobile strategy and subsequent processes, it’s crucial to map the mobile management solution to corporate objectives and a strategic roadmap. Every aspect of a mobile environment should be evaluated to determine if it supports and furthers the corporate objectives/vision/strategy/mission.

To plan properly, existing mobility services, expenses, policies, and management processes must be evaluated in order to identify and prioritise opportunities to improve cost efficiencies, implement best-in-class management practices, and operationally align an organisation’s communications management environment with key business objectives. From the purchase and activation of devices, through support and decommissioning, a properly assessed and mapped mobile management solution helps organisations minimise service fees and support capability expenses, maximise visibility, and ensure corporate security and increasing end-user productivity.

As in other large scale projects, securing executive buy-in and sponsorship is key. Once the integration/implementation plan has been established, the benefits of the program, future state outlook, and project scope should be communicated to the executive team.

In addition, an MMS solution provider should continually assess and advise on how different operational actions can hinder or greatly enhance an organisation’s environment.

The Tangoe ADVISE critical capability consists of:

**Expense**

- Analyse existing mobile contracts and SLAs and evaluate for savings potential and scalability in line with corporate objectives
- Manage all phases of sourcing including new contract negotiations and renewals
- Engage in multi-phase RFP projects
- “Real time” pricing trends and terms and conditions
- Compliance verification
- Monitor contracted rates relative to the market

**Lifecycle**

- Assist the enterprise in establishing a comprehensive mobile strategy implementable in whole or parts
- Evaluate existing mobile services, future plans, and intended outcomes and establish recommendations for process efficiencies
• Establish class of service including individual eligibility for policy, plans, devices, security, and access to corporate resources
• Establish support levels required
• Evaluate Total Cost of Ownership (TCO) compared to industry and peer benchmarks
• Recommend action plan to address cost or consumption challenges
• Perform a complete mobility health check
• Identify and monitor Key Performance Indicators (KPIs) and make operational recommendations as to how to improve them

Benefits to the Enterprise
Implementing best-in-class management practices allows organisations to improve cost efficiencies by increasing cost predictability and decreasing waste and improper consumption.

• Operationally align communications lifecycle with key business objectives
• Increase sourcing efficiency
• Decrease risk of severe impact from change
• Improve understanding of current state of affairs
• Establish corporate priorities and desired outcomes
• Chart a course towards goals
• Measure progress towards maturity

Activate
Enterprises need formalised processes and technologies that support the on-boarding of their mobile strategy. The activation of mobile users, devices, applications, expense models, and access to corporate resources in alignment with corporate strategy is a large undertaking. Activating a device is no longer limited to simply procuring a device for an end-user. It now involves myriad services, platforms, expense models, issues, and touch points. Proper activation is crucial to ensuring that a network remains secure and expenses remain in check.

Organisations need clearly defined procurement, deployment, and fulfillment processes to ensure that their plan is executed according to policy for each and every end-user associated with the enterprise. Adopting a formal device procurement and fulfillment methodology ensures closed-loop lifecycle management in which only approved devices are provisioned. In addition to HR and finance supporting relevant liability models and expense management practices, the entire organisation must adhere to mobility policies and practices.
What’s more, enterprises should secure a best-in-class, enterprise-level technology portal (developed internally or obtained through a third party) for all employees and contractors to procure, register, and activate mobile devices and services. The portal serves as a central inventory repository for the enterprise, an online purchasing catalog, and an end-user support ticket system.

The Tangoe ACTIVATE critical capability consists of:

**Procurement**
- Enterprise Portal
  - Enterprise wide, single point of entry for all users associated with a mobile policy
  - Enforces class of service based on individual user logins
  - Supports all liability types (BYOD) tied to enterprise class of service and policy; for cellular or WiFi devices
  - Manages the process for activating all mobile assets associated with the enterprise
- End-User Portal
  - Individual access to all of mobile connections; designed for mobile form factors
  - Provides valuable information about devices, plans, usage, expense, alerts, security, apps, and content
  - Supports initiation of support tickets

**Fulfilment**
- Carrier Plan & Device
  - Software and managed services supporting all activities associated with carrier plans
  - Establishment of account on corporate plan, activation of account
  - Project management of large scale equipment activations from 1:many, including bulk activations, delivered to end-user
- Expense & Subsidy Model
  - Software and managed services completing the activation of the expense elements associated with the mobile asset
  - Hybrid liability
  - Individual liability
  - Corporate liability – ensuring appropriate chargeback and accounts are established
  - Stipend or subsidy – ensuring finance is appropriately updated and necessary transactions and set up occur for reimbursement
Forward Logistics

- Install & Test Accessories
  - Receive equipment at a central distribution center from third party including carrier, supplier, manufacturer
  - Unboxed, accessorise according to specifications
  - Test devices
  - Repackage, ship to recipient
  - Customised collateral and branding of equipment

- Device Imaging
  - Software and services managing the "soft" configuration of the device
  - Includes configuration of policy, email connectivity, apps, content, and containerisation
  - Receive equipment
  - Test equipment
  - Customised collateral and branding of equipment
  - Repackage, ship to recipient

Benefits to the Enterprise

Enabling the on-boarding of devices in a simple, straightforward way across the enterprise can lead to significant savings while easing the burden on overstretched IT personnel.

- Provide improved service to end-users through automation and self-service
- Provide comprehensive support for BYOD and hybrid liability considerations enterprise-wide through centralised configuration and distributed enforcement
- Enforce sourcing strategy by ensuring activation of authorised plans, devices, and peripherals on appropriate accounts to maximise discounts and eliminate waste
- Enforce and ensure accurate implementation of all subsidy models
- Improve level of service to end-users
- Rapid response to line of business request for mobile transformation and support
Manage

One of the biggest problems IT administrators face is how to control and manage and secure the data and applications on mobile devices once those devices are in the hands of employees. When developing an MMS solution, it’s imperative to consider the systems, processes, and services the organisation will enlist in order to support on-going policy management and real-time monitoring of the devices. Enterprises must have the ability to monitor and facilitate thousands of mobile devices and applications regardless of type, carrier, or operating system.

IT management is constantly challenged to balance employee demands—which encompass device of choice access to enterprise resources via customised business applications and real-time collaboration—while protecting corporate data and preventing unnecessary costs. By proactively managing enterprise-wide mobile assets, expenses, and usage, organisations can affect a profound positive change in the operational and financial health of the enterprise.

At a minimum, the key areas organisations should focus on when managing the device itself include applications, security and policy compliance, content management, containerisation, geo-location enforcement, and network access. Proactive security and policy management controls through data encryption, active directory integration, application lock down, and remote lock and wipe of devices are essential. Application management enables organisations to deploy, remove, and prevent end-users from installing or reinstalling unapproved applications. By employing geo-fencing technology, IT administrators are alerted when a device is roaming and approaching usage limit thresholds. Through containerisation, organisations can separate enterprise and personal device personas within a secure corporate workspace that enforces security policies for the enterprise data, applications, and communications.

The Tangoe MANAGE critical capability consists of:

Security & Policy

- Policy
  - Rules framework automation
  - Preconfigured IT policy enforcement
  - Usage tracking
  - Remote lock/wipe/reset/locate
  - LDAP authentication to end user self service portal
  - Web-based global admin console
  - Acceptable use policies customised by location, group, division

Month over month, a mobile fleet will require on-going support to maintain adequate end user satisfaction, productivity, and expense management. Month over month the enterprise will require proactive management of security, location, access, applications, content, data ownership, and inventory of each and every device.
• Security
  • Anti-virus protection and support
  • Device blocking: type, end-user, app, jailbroken/rooted
  • Management of anti-virus deployments on devices
  • Location-based security features
  • Privacy settings govern what device data is tracked or kept private
  • Enterprise and third party storefront deployed OTA using SSL
  • Robust reports and analytics
  • Secure access to behind-the-firewall content from approved devices and users

Applications
• Maintain inventory of all mobile assets
• Track and maintain inventory across all registered devices
• Verify installation, exception reports, block access to jailbroken/rooted devices
• Enforce blacklist and white list application policies
• Centralised control manages all dimensions of assets

Geo-fencing
• Establish boundaries for assets; track assets globally and alert when boundaries are breached
• Find lost/stolen devices, maintain location history
• Establish operational geo-boundaries and track via map
• Generate alerts automatically if device enters or exits
• Enable/disable device features based on device location

Content
• Overcome native device challenges with accessing files from corporate servers
• Support access without latency or requiring a VPN connection
• Control access, usage, and distribution policies for file server and SharePoint docs
• Block access to content by other applications
• Manage document version control and redundancy
• Require device compliance with corporate policies

Network Access
• Unknown device detection and network access control-based quarantine
• Detect unknown devices at the enterprise infrastructure edge
• Apply quarantine and remediation policies
• MDM policy enforcement
• Mandatory device registration and policy adherence for network access privileges

Containerisation
• Maintain physical partition between personal and corporate data
• Encrypt corporate data while preventing personal apps/tools from accessing corporate resources
• Wipe container, force mail sync, password management
• Blacklist applications and prevent download to corporate container
• Set secure email policies
• Install apps to the corporate container
• Deploy policies including restrictions for data, application install/removal controls, anti-tamper support

Benefits to the Enterprise
The services an organisation deploys to manage mobility are only as good as the systems and processes put in place to help govern. A successful MMS solution must encompass not just assets and expenses, but usage as well.

• Central management by IT ensures uniform policy configuration, deployment, and enforcement
• Deep visibility into device usage optimises usage, app and cost policy enforcement
• Policy management supports regulatory compliance and corporate governance
• Tailored support matches your mobility strategy and device ownership model
• Dramatically reduce IT interaction
• Reduce asset replacement costs
• Reduce costs from roaming by ensuring device operation within a specific geo-location
• Enforce global data encryption and password management across mobile devices
• Flexible policy enforcement based on location, user identity or device type
• Maintain employee productivity by not compromising the native user experience
• Data leakage prevention for BYOD programs
• Prevent personal applications from accessing enterprise data
Expense

Many MMS solutions are focused on security, application management, and monitoring. In order to have a truly comprehensive MMS strategy, organisations must also incorporate the management of the associated expenses, usage, rates, and contracts. With communications both the second largest indirect expense and the third or fourth largest expense overall for a business (Source: IDC), enterprises today are challenged to multitask. They must manage costs while simultaneously delivering mobile services that provide employees with the necessary tools to do their jobs. Organisations struggle to manage what they own, where it resides, and who pays for it.

A holistic MMS program brings significant cost reductions and visibility within the mobile environment by focusing on invoice processing (receipt, loading, payment), contract compliance and optimisation, chargeback and allocation, and real-time cost management—all while navigating global regulations. That means ensuring that organisations are paying the contracted rate for the services utilised while simultaneously examining current costs and usage patterns to optimise and discover additional, ongoing savings.

Furthermore, some best-in-class MMS solutions will offer cutting-edge technology to help further decrease costs in the form of real-time threshold and overage monitoring.

The Tangoe EXPENSE critical capability consists of:

### Invoice Processing
- Global invoice acquisition, loading, tracking, and approval
- Currency and language of choice
- Data universally “mapped,” normalised, and loaded into single repository
- Rigorous SLAs supporting process efficiency
- Multi-method payment methodology (including 3rd party bill payment)
- Interfacing with regulatory, tax, policy, and privacy committees
- Integration with internal AP & GL systems

### Audit, Dispute & Optimisation
- Automated identification of billing errors
- Validate billed rates against contract, inventory, device and plan activations and changes
- Auditors work with carriers to resolve disputes
- Analyse usage patterns, track costs and anomalies
- Capture itemised charges to assist in plan optimisation

- The systems, processes, and services managing all aspects of mobile expense for which the corporation is responsible, including expense processing, recovery, allocation, payment, and optimisation.
• Provide optimisation recommendations (individual and pooling)
• Collect data on every call to create individualised calling profiles
• Align historical usage patterns to carrier offerings

Allocation & Call Tagging
• Multi-method, multi-level allocations/reallocations, mark-ups, and charge backs
• Automated, accurate allocations in accordance with chargeback methodology and policies
• Reporting costs and inventory across hierarchy, location, service type, vendor
• Personal vs. business call tagging for end-users
• Flexible, configurable parameters: allocate at the invoice, account, or inventory level

Contract Management
• Scan, load, capture, and maintain contract data and terms and conditions
• Track service descriptions, products, rates, discounts, commitment levels, contract terms, addendums, dates
• Capture custom negotiated and standard rate plans
• Provide optimisation of mobile invoices against available rate plans
• Single repository centrally available to authorised users
• Store contracts electronically
• Define company usage policy
• Easily associate inventory items with contracts & automatically update inventory

Real-Time Threshold & Overage Alerting
• Real-time monitoring of voice, data, SMS, and location
• Multiple countries and cellular networks per device support
• Alerts user of approaching usage thresholds
• Block access to data and SMS usage
• Administrator overage notification for control of features/functionality
• Multiple international roaming plan support
• Multiple countries and cellular networks supported per device

Benefits to the Enterprise
Manage costs while delivering the mobile services employees need to do their jobs isn’t easy. But done correctly, the benefit potential is significant.

• Enhanced control and visibility into global invoices, spend, and usage trends
• Identify significant savings opportunities
• Allocate telecom invoice charges to appropriate cost centers
• Maintain financial controls
• Confidence that you are being invoiced properly and that disputes are resolved
• Granular level of details tracked results in more accurate and effective audits
• Leverage knowledge of your contracts to negotiate better rates
• Real-time monitoring prevents bill shock
• Supports hybrid liability policies by keeping personal and professional lives separate on one phone
• Minimise data roaming charges overseas
• Assess how competitive current agreements and future negotiations are with current market conditions and trends

Support

The average smartphone user calls a helpdesk at least twice a year. That might not seem like much at first, but if an organisation has a large volume of mobile users, the numbers add up fast. Month over month, a mobile fleet will require on-going support to ensure adequate end-user satisfaction, steady or increased levels of productivity, and, as always, visibility into expense management.

Of course, supporting a mobile workforce isn’t limited to simple troubleshooting. Support issues on orders, MACD requests, network access, incident reports, lost/stolen devices, and device disposal have to be fielded on a daily basis. For a multinational corporation, that means having a helpdesk that can “follow the sun” and support a workforce anywhere in the world at any time.

When developing an MMS strategy, organisations should plan to offer—at minimum—support that includes basic troubleshooting; subject matter expertise on provisioning, break/fix, and network issues support; activation, deactivation, receipt, kitting, and general mobile management expertise; and escalation engineers for carrier, operating systems, and advanced mobile functionality access. Underlying these are support administrators that require real-time insight into each device and the ability to track issues against internal SLAs and those with the carriers.

Additional support services should also be available to off-load work from overtaxed IT staff.

The Tangoe SUPPORT critical capability consists of:

Global Help Desk
• End-user troubleshooting and frontline help desk support
• Order and warranty assistance
• Carrier activations and related issues
• Billing issues
• Upgrade assistance
• Mobile device troubleshooting
• Device “how to”
• Escalations to mobile experts

Reverse Logistics
• Replace
• Maintain seed stock inventory for damage, lost, or stolen device replacement
• Customise or basic repair and reuse program
• Shipping options include rush, next day or standard
• Ability to tailor repair programs by device type & form factor
• VIP replace
• Recycle
• Dispose of all mobile device materials, i.e. handsets, batteries, accessories, etc.
• Strict “no landfill” policy
• Support sustainability and environmental initiatives
• Determine carbon offset requirements

Related Management Services
• Security & policy services
• Assist in shaping, enforcing, and maintaining governance policies relating to devices, plans, subsidies, apps, content, and access
• Application Services
• Ensure approved apps are available and working correctly
• Geo-fencing Services
• Monitoring and alerting of devices violating physical boundaries
• Adequate responsive action as per approved methods/procedures
• Real-time expense response services
• Monitor potential and actual overages to avoid unexpected charges

Benefits to the Enterprise
The very nature of support means you must be able to trust that your products and services will work for the people who need them, when they need them, and that challenges will be addressed quickly—or even proactively—when possible.

• Expert knowledge of devices reduces help desk wait times
• Control placement device costs
• Ensure VIP satisfaction
• Safe, environmentally friendly disposal of corporate devices
• Customised support options maximise budget resources
• Tailored support matches your mobility strategy and device ownership model
• Scalable support to meet the global demands of a large enterprise organisation

CONCLUSION

While still evolving and consolidating in terms of technology and market, there is no doubt that the emergence of MMS solutions are helping organisations to gain far greater control, visibility, and security over their ever-growing enterprise mobile environments.

Many organisations are realising that managing mobility is an enormous distraction that takes time, money, and effort away from doing their core business. As such, they are looking to third party outsourcers to handle the processes, procedures, deployment, and maintenance of mobile devices.

Organisations should develop a strategy that not only focuses on immediate issues (the pain of BYOD for instance) but will further improve business processes and automation as the mobile enterprise matures.

ABOUT TANGOE

Tangoe is a leading provider of global enterprise communications lifecycle management software and related services. Tangoe’s solution encompasses the entire fixed and mobile communications lifecycle including device management, contract sourcing, asset procurement, services provisioning, invoice processing, expense allocation, bill payment, policy enforcement, usage management, inventory tracking, and device decommissioning.

Additional information about Tangoe can be found at www.tangoe.com. Tangoe is a registered trademark of Tangoe, Inc.