

# Thinking Of Optimizing Your Cell Phones Manually ...Not After You Read This

## Steps to Optimize Manually

Scenario: Your company has 250 users on both Bell and Telus in Calgary, Grande Prairie, Red Deer and Vancouver.

### STEP

# 1

Track rate plan details for each market/carrier combination in which you operate. Given the scenario above, the following market/carrier combinations exist with the minimum number of plans in each market shown:

Telus – Calgary – 150+ plans  
Telus – Grande Prairie – 150+ plans  
Telus – Red Deer – 150+ plans  
Telus – Vancouver – 150+ plans

Bell – Calgary – 150+ plans  
Bell – Grande Prairie – 150+ plans  
Bell – Red Deer – 150+ plans  
Bell – Vancouver – 150+ plans

Each of the above “zones” have more than 150 plan and plan variations available to each of your company’s users. That’s 1200+ plans to manage so far with changes (new plans, new features, changes to existing plans and deletion of plans) happening all the time.

The following information needs to be tracked for each of the above 1200+ plans:

- Carrier
- Plan Name
- Monthly Rate
- Your discount
- Plan type (Analog, Digital, Data, Blackberry, etc.)
- Expiry Date of the plan
- Number of Daytime Mins
- Number of Evening Mins
- Number of Weekend Mins
- Number of Day/Evening Mins
- Number of Day/Weekend Mins
- Number of Evening/Weekend Mins
- Number of Anytime Mins
- Number of Canada to Canada Long Distance Daytime Mins
- Number of Canada to Canada Long Distance Evening Mins
- Number of Canada to Canada Long Distance Weekend Mins
- Number of Canada to Canada Long Distance Daytime/Weekend Mins
- Number of Canada to Canada Long Distance Evening/Weekend Mins
- Number of Canada to Canada Long Distance Anytime Mins
- Number of Canada to US Daytime Mins
- Number of Canada to US Evening Mins
- Number of Canada to US Weekend Mins
- Number of Canada to US Daytime/Weekend Mins
- Number of Canada to US Evening/Weekend Mins
- Number of Canada to US Anytime Mins
- Number of Canada to US Evening/Weekend Mins
- Number of Canada to US Anytime Mins
- Additional minutes cost per minute (peak)
- Additional minutes cost per minute (off peak)
- First minute free
- US Roaming Costs
- Number of Canada to US Evening/Weekend Mins
- Number of Canada to US Anytime Mins
- Number of US to US Daytime Mins
- Number of US to US Evening Mins
- Number of US to US Weekend Mins
- Number of US to US Evening Mins
- Number of US to US Daytime/Weekend Mins
- Number of US to US Evening/Weekend Mins
- Number of US to US Anytime Mins
- Additional minutes cost per minute (peak)
- Additional minutes cost per minute (off peak)
- First minute free
- US Roaming Costs

## STEP

# 2

Determine the calling profile for each of the 250 users within your company for the past X number of months. This is done by looking at each call that each phone made and assigning the minutes from each of those calls into one or more of the following “buckets”:

- Number of Daytime Mins
- Number of Evening Mins
- Number of Weekend Mins
- Number of Day/Evening Mins
- Number of Day/Weekend Mins
- Number of Evening/Weekend Mins
- Number of Anytime Mins
- Number of Canada to Canada Long Distance Daytime Mins
- Number of Canada to Canada Long Distance Evening Mins
- Number of Canada to Canada Long Distance Weekend Mins
- Number of Canada to Canada Long Distance Daytime/Evening Mins
- Number of Canada to Canada Long Distance Daytime/Weekend Mins
- Number of Canada to Canada Long Distance Evening/Weekend Mins
- Number of Canada to Canada Long Distance Anytime Mins
- Number of Canada to US Daytime Mins
- Number of Canada to US Evening Mins
- Number of Canada to US Weekend Mins
- Number of Canada to US Evening Mins
- Number of Canada to US Daytime/Weekend Mins
- Number of Canada to US Evening/Weekend Mins
- Number of Canada to US Anytime Mins
- Number of US to US Daytime Mins
- Number of US to US Evening Mins
- Number of US to US Weekend Mins
- Number of US to US Evening Mins
- Number of US to US Daytime/Weekend Mins
- Number of US to US Evening/Weekend Mins
- Number of US to US Anytime Mins

## STEP

# 3

Determine the standard deviation of each “bucket” for each of the 250 users within your company. That’s 7000 unique buckets of minutes (28 buckets x 250 users) which have to be recalculated monthly as new data is available.

## STEP

# 4

Throw out “outliers” based on a certain number of standard deviations as determined, for each of the 250 users, from step three.

## STEP

# 5

Determine a seasonal component for each bucket for each of the 250 users within your company. Again, that’s 7000 unique buckets of minutes which have to be recalculated monthly. Don’t include the thrown out “outliers”, from step four, in the seasonal calculations.

## STEP

# 6

Determine an overall trend (increasing, decreasing, etc.) for each bucket for each of the 250 users within your company. Another 7000 unique buckets of minutes which have to be recalculated monthly. Again, don’t include the thrown out “outliers” in the overall trend calculation.

## STEP

# 7

Determine a forecast going forward for each bucket for each of the 250 users within your company.

## STEP

# 8

Using the forecast from step seven and all the plans available to each of the 250 users within your company, determine which plan is “optimal” for each user.

You’ll now be optimized but will still be missing a tool to help you manage all the wireless devices within your company.