

## MOBILE MANAGEMENT SHOULD YOU BE DOING IT YOURSELF... ?

Successful companies, and their management, understand that throwing people and resources at a problem doesn't always translate into getting the job done sooner. When these people and resources are pulled away from core business activities, the result can be truly detrimental to the success of your company.

"... Honda, Apple and Merck among them, build their strategies not around products but around a deep knowledge of a few highly developed core service skills. The company strips itself down to the essentials necessary to deliver to customers the greatest possible value from its core skills, and outsources as much of the rest as possible. As a result, management focuses on what it does best, avoids distractions, and leverages its organizational and financial resources far beyond what traditional strategies allow." <sup>1</sup>

Outsourcing the management of mobile communications fits that business model by freeing up people and resources to focus on core tasks which will ultimately help the bottom line.

The logistics of managing all of the many facets of mobile communications within an organization is not only a daunting task; it may be a costly waste of human and technical resources. The requirements of a given company may necessitate a number of different carriers, each of which will provide different service packages and feature options which need to be addressed regularly, along with special promotions and discount options that may be actionable on a daily basis. In mid to large companies, the administrative complexity of the task can be overwhelming thus over burdening people and resources and keeping them from working on core tasks.

### **Outsourcing mobile communications management will result in the following direct benefits for your organization:**

**Significantly Lower Costs** – Effective outsourcing of mobile communications management will reduce the total cost of ownership, realized through reduced allocation of human resources and streamlined operational expenditures, in addition to the following specific cost benefits:

- Lowered price per minute for cellular users
- Automatic identification and elimination of zero-use phones
- Ensuring that individual employees are always on the most cost effective rate plans based on their usage

**Increased Efficiency** – The innovative mobile communications management solution provided by Alliance Information Systems analyzes individual user activity and automatically generates recommendations to implement the lowest price per minute cellular rate plan.

Imagine a team of employees allocated to the task of combing through the call detail on each of your wireless bills, then reconciling calling patterns with nearly 5000 available rate plans. The **allianceone** system and software does all that and more to improve efficiency and relieve the burden.

**Efficient Management** – Application outsourcing with Alliance Information Systems' mobile communications management solution creates unprecedented cross-carrier visibility into your company's wireless environment. The **allianceone** tool easily facilitates the tracking of wireless devices, individual and overall mobile usage, and associated costs, enabling management to significantly increase efficiency while reducing wireless expenditures.

## CORE COMPETENCIES AS A MAIN FOCUS

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Since 1999, U.S. companies such as Fed Ex, Nova Chemicals and Cadbury Schweppes have been realizing the benefits of a wireless management and optimization service. These companies are successful by focusing their resources on their core competencies and outsourcing other areas such as mobile communications management to experts.

Now, with the release of the **allianceone** tool, Canadian companies can realize the benefits of wireless management and optimization allowing them to gain control over their wireless costs. Alliance Information Systems' core competency enables us to achieve levels of rate plan optimization far greater in both accuracy and absolute dollars than any internal efforts can realize.

## SUBSTANTIAL INVESTMENT

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Alliance Information Systems' investment in our mobile services communication solution is significant. The **allianceone** tool is the result of 12,000 man hours of programming and over one million lines of code. This type of development would cost over \$850,000.00 to do in-house.

## CONTINUAL PRODUCT SUPPORT

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Alliance Information Systems has a team of rate plan analysts working to keep our database of nearly 5000 carrier rate plans updated weekly! Without this rate plan database it would be impossible to make accurate rate plan recommendations to your cellular subscriber base.

In addition, Alliance Information Systems supports the loading of all the distinct carrier billing formats, many of which change regularly as the carrier's billing systems change. As the carrier's systems and formats change, the programs that facilitate the mapping of this billing data must be updated accordingly.

## ABOUT ALLIANCE INFORMATION SYSTEMS

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Alliance Information Systems is proudly Canada's only cross-carrier provider of enterprise wireless management solutions. Headquartered in Calgary, Alberta, Alliance Information Systems and the **allianceone** tool provide companies with unprecedented cross-carrier visibility into their wireless spending.

<sup>1</sup> James Brian Quinn, Thomas L. Doorley and Penny C. Paquette. Beyond Products: Services-Based Strategy. Harvard Business Journal. March-April 1990