

GTA Mobility Summit

Mobility Platform Measuring Costs & Benefits

Rick Long, National Account Manager, Government & Education
Verizon Wireless – Georgia/Alabama Region

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Goals

- Trends - What the Heck is Going On?
- What is a Mobility Platform
- Assessing Costs
- Defining & Assessing Benefits
- Summary



Enterprise Wireless Trends – Thoughts to Ponder

“Enterprises will need to invest capital to improve network capacity and reliability. They will also need to improve wireless governance to improve wireless manageability and service levels,”

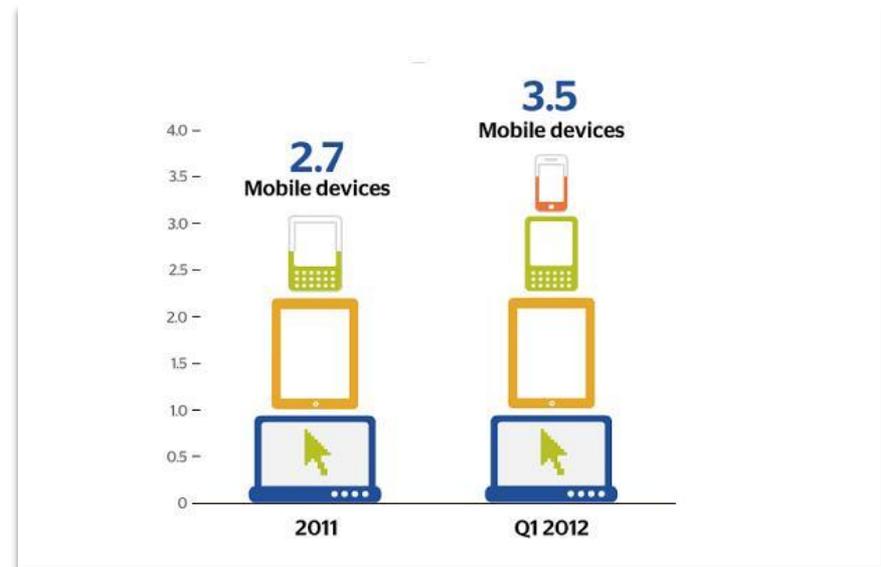
David Cearly, VP Gartner

- Bring-your-own-technology at work is the norm, not the exception.
- Windows dominance of PC's as the single platform is rapidly transitioning to one where it is just one of a variety of environments.
- Touch, gesture and voice search is going to change the way mobile apps work in the future, 2014 = 70 billion mobile app downloads/yr.
- Social and contextually aware user interfaces will supersede transaction based activity. 2015 = 40% of smartphones will opt into context service providers
- The rise of enterprise application stores will let IT manage and control certain apps as well as develop specific apps for users.
- Anything with an IP address is now part of the environment. IT will need some central unified management of all these devices. 2020 = 50 billion connections
- IT will be concerned with developing hybrid private/public cloud apps, improving security and governance.



According to iPass

- Only about half of workers carry tablets
- About half of mobile workers carry an additional laptop/netbook for work;
- About 40% of workers are carrying two phones, i.e. one for work and one for pleasure.
- 80% of mobile workers will be carrying a tablet within 6 months
- 92% of workers are clamoring to have their smartphone enabled for both work and personal use
- Question: How many of those devices are being secured today?
 - PC's – Yes
 - Smartphone CLEU – Yes
 - Tablet – Probably not
 - Personal device – Probably not



The Times Business Masterclass, March 2012



- Mobility Platform: Refers to hardware/software environments for laptops, tablets, smartphones and other portable devices.
- ROI Formula:

$$\frac{\text{Productivity Gain} + \text{Cost Savings}}{\text{Mobility Platform Costs}}$$

- Productivity Gains = Payroll Savings/Fees/\$ Value of time saved
- Cost Savings = Eliminating duplicate costs/Reduced HW & SW Costs

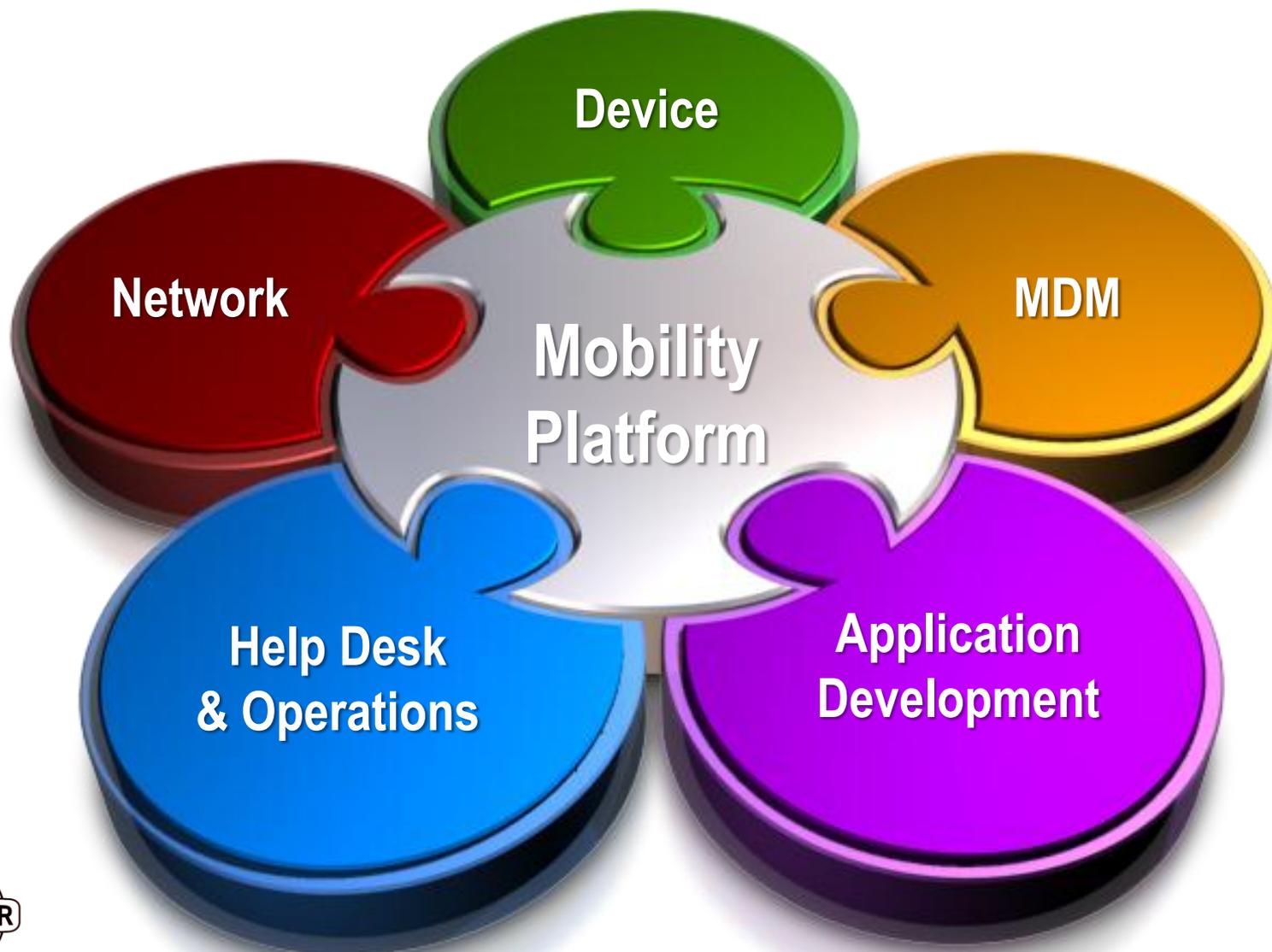


Measuring Productivity Gains

- Productivity – What is an hour worth?
 - Process Improvement
 - Converting dead time to productive time
 - Optimizing dispatch/drive time/route travel
 - Timely alert distribution
 - Time card management
- Direct revenue gains Increased:
 - Fines from traffic violations
 - Fees from more code enforcement inspections
 - Collections resulting from more timely and thorough tax assessments
- Reduced costs
 - OT/fuel/maintenance
 - Duplicate communications/data services



Mobility Cost Elements



Planning Considerations

- Platform Integration Choices
 - Overlay existing communications & data infrastructure
 - Dual parallel inside/outside systems
 - 100% Mobile
 - Convergent communications & data infrastructure
- Defining Device & Application Needs
- Developing a Support Policy
 - Device & application standardization vs. managing user choices
 - BYOD yes/no?
 - Resource utilization – whether or not to outsource



Mobility Platform Convergence



Worker Profile - Matching Roles to Tools

LOW Task – LOW Mobility

- Service worker
- Basic Office Worker

LOW Task – HIGH Mobility

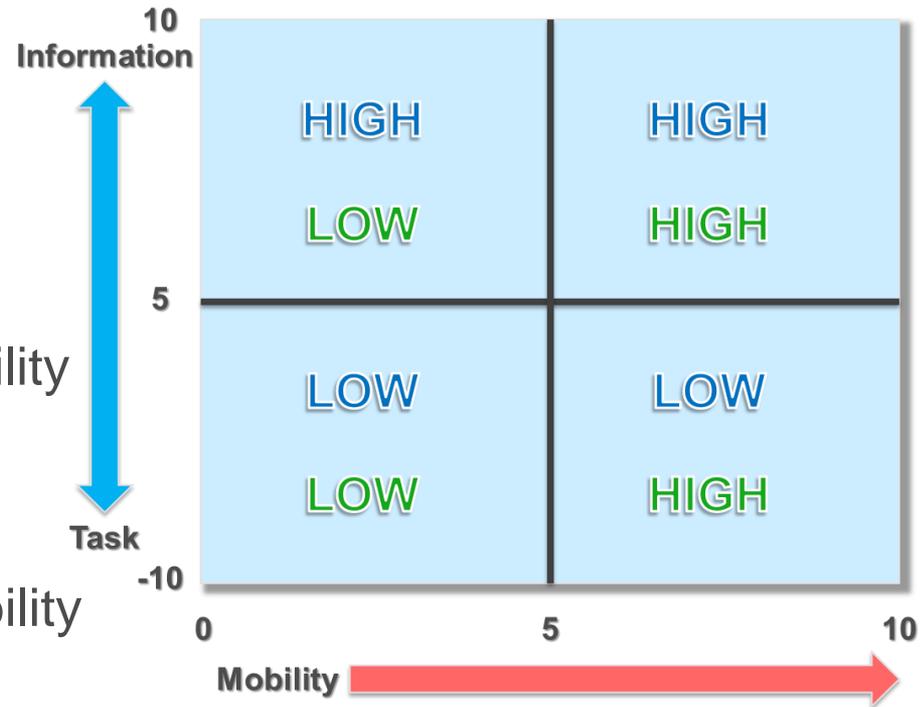
- Dispatched Workers
- Fleet Drivers
- Haz/Mat Workers

HIGH Information – LOW Mobility

- Information Office Worker
- In Class Educator

HIGH Information – HIGH Mobility

- Executive/Mobile Manager
- Social/Public Health Worker
- Parole/Probation/Police



Building the Cost Model

Who Gets What

Role Profile	L/L		L/H	
Working Environment	Com	Data	Com	Data
Systems Used	On-Site/Task		On-Site/Information	
Device	Internal	Internal	Internal	Mix
	Deskset	Tower	Deskset/ Conv Smart phone	Tower Docked Tablet

Role Profile	H/L		H/H	
Working Environment	Com	Data	Com	Data
Systems Used	Mobile/Task		Mobile/Information	
Device	External	External	Converged	Converged
	Basic Cell PTT Rugged Smartphone	Msg Device Tablet	Converged Smartphone	Converged Tablet

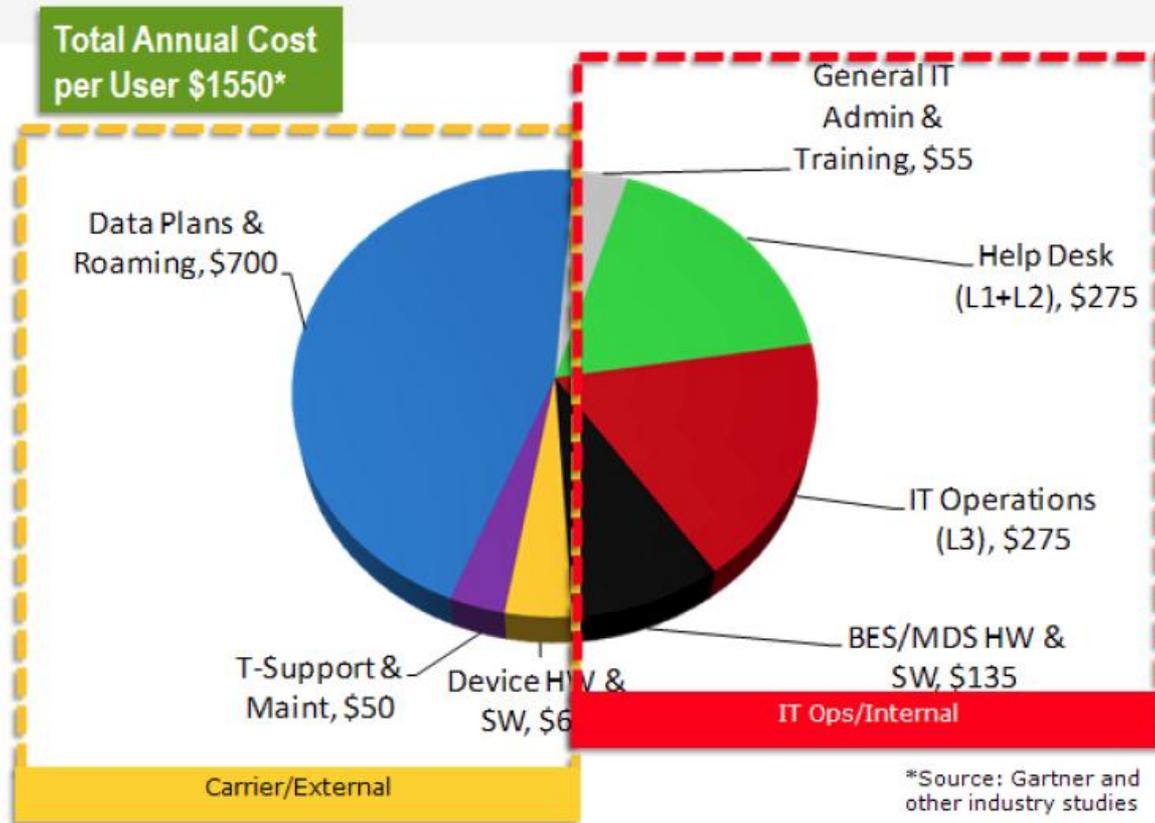


Building A Cost Model

Elements of Cost	SMS Msg	Basic/PTT	Smartphone	Tablet	Lap Top/ Tower
Replacement Interval	3 yrs	Annual	2 yr	2 yr	3 yr
Initial Device Cost	Low	Low/Free	Low/Moderate	Moderate	Moderate/High
Accessories					
Case	☒	☒	☒	☒	☒
Headset		☒	☒	☒	
Charger		☒	☒	☒	☒
Docking Station			☒	☒	☒
Svc Life Breakage	Based on Replacement Cost and expected breakage/loss rate				
Service					
Voice	N/A	Low/Pooled	Low/Pooled	N/A	N/A
Msg	SMS/Alerts	SMS/Alerts	SMS/EMS	SMS/EMS	N/A
Data	N/A	LBS	E-Mail/Web	E-Mail/Web	E-Mail/Web
Device Management					
VPN/Emcryption	N/A	N/A	☒	☒	☒
Help Desk	N/A	N/A	☒	☒	☒
Gen Admin & Reporting	Usage/Billing	Usage/Billing	Usage/Billing/App Mgmt		Inv Mgmt
IT Operations	Costs pro-rated across user base				



Cost/Benefit Example



Source: How to Calculate The ROI & TCO of Your Mobile Users, © BoxTone, Inc

Cost/Benefit Example

ROI Calculation Based on 1 hr/day Process Improvement				
Employee Cost/Hr	\$20.00	\$30.00	\$40.00	\$50.00
Annually	\$ 5,000.00	\$7,500.00	\$ 10,000.00	\$12,500.00

Mobility Platform Alternatives				
Msg Only	☒			
Voice Only	☒	☒		
Smartphone			☒	☒
Voice + Tablet		☒	☒	
Smart + Tablet				☒

Unit Costs				
Device/Acc/breakage	\$ 100.00	\$ 100.00	\$ 550.00	\$ 900.00
Service	180.00	336.00	756.00	1,116.00
MDM/Pvt App Store	-	-	120.00	120.00
Help Desk	-	-	-	-
Other IT	-	-	120.00	120.00
Annual Costs:	\$ 280.00	\$ 436.00	\$ 1,546.00	\$ 2,256.00



Cost/Benefit Example

ROI Calculation Based on 1 hr/day Process Improvement				
Employee Cost/Hr	\$20.00	\$30.00	\$40.00	\$50.00
Mobility Platform Choice	Msg Only	Voice Only	Voice + Tablet	Smart + Tablet
Annually Gain:	\$ 5,000.00	\$ 7,500.00	\$ 10,000.00	\$ 12,500.00
Annual Costs:	280.00	436.00	1,546.00	2,256.00
ROI	\$ 4,720.00	\$ 7,064.00	\$ 8,454.00	\$ 10,244.00

Other Cost/Benefit Considerations:

- Cost optimization using fleet management applications
- Increased safety/time card validation/route optimization using location based services
- OTS application costs & benefits



- It's a simple formula:

$$\frac{\text{Productivity Gain} + \text{Cost Savings}}{\text{Mobility Platform Costs}}$$

- Success lies in:
 - Planning – matching tools to roles
 - Correctly Identifying potential gains
 - Including all non-duplicated costs
- Properly done, the gains will almost always exceed the costs

Thank You!



Source Material for Further Reading:

- The iPass Global Mobile Workforce Report © iPass Inc. March 2012 .
http://mobile-workforce-project.ipass.com/cpwp/wp-content/uploads/2012/03/ipass_mobileworkforcereport_q1_2012.pdf
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