The Future of Wireless TEM

What To Do About TEM As the Wireless World Turns Upside Down

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Agenda

- *Key Market Dynamics and Influencing Trends*
- *4 Points – The State of Wireless TEM*
- *Enterprise Decision Criteria and Governance Model*
- *Measuring Success – And Your Service Partners*
- *Q&A*

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Key Market Trends

- It's time to start looking at technology across the category; wireless and wireline as a collective asset
- Wireless pricing, technology and strategy options are very strong and widely available – due diligence
- BI and visibility are creating unique leverage opportunities
- Service providers, now more than ever, are counting on complacency and lack of market visibility to drive margin
  - *Beware of the "mutual" NDA – and your referenced terms and conditions*
- Change is sometimes painful, but a strong collaborator

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Key Market Trends

- The fall of the T&E / stipend model in wireless - cost, compliance and leverage risk
- Pushing the marketplace through better IP, pricing-structure alternatives
- TEM is no longer a “nice to have;” rationalizing the environment on an ongoing basis
- Policy around telecom is mission critical – and can be a primary driver in large enterprise
- “Green” telecom initiatives around wireless can be financially beneficial, with caveats and caution

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4 Points - The State of Wireless TEM

- The hype is ***way*** ahead of the reality
  - Internal challenges
  - Market history
  - Maturity of model
- Have you seen this offer before? But we use bigger words…
- Consolidation (and disappearing acts) are ahead
- Everything is pointing towards consolidating telecom investments and assets – the TEM solution, too

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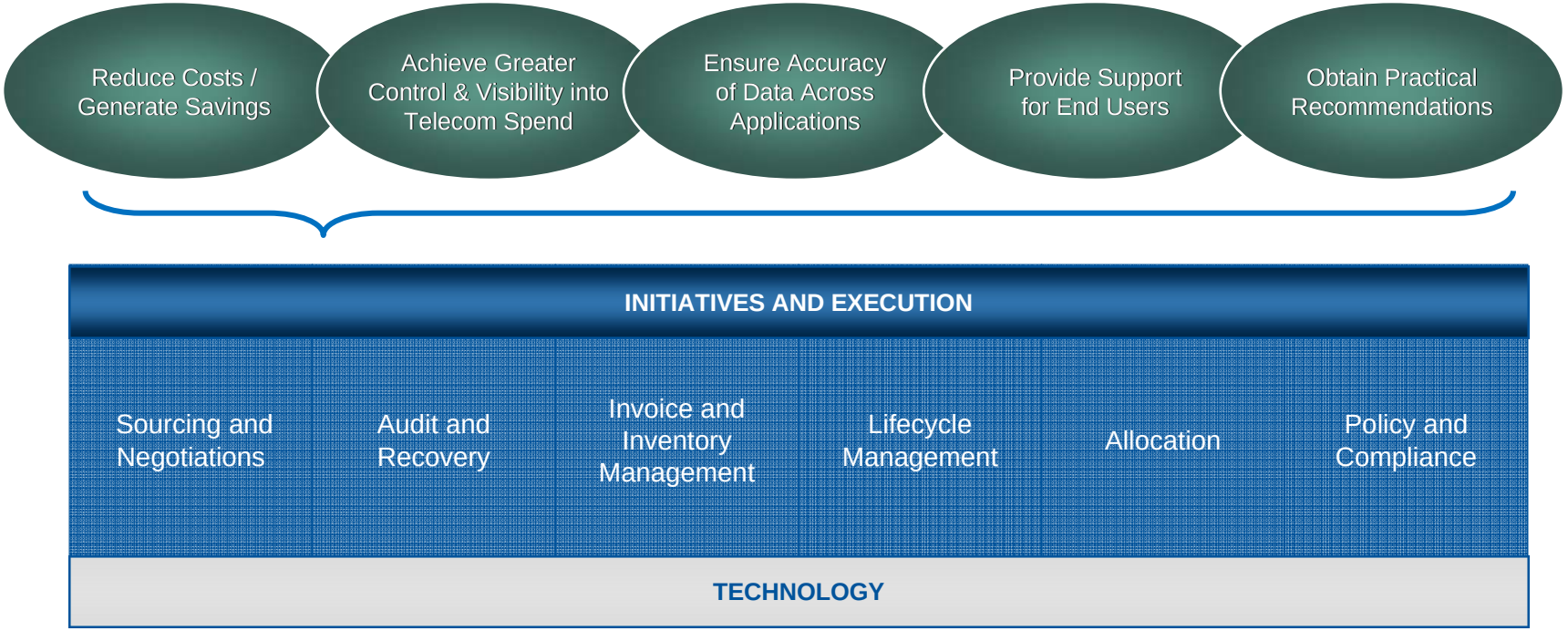
Decision Process and Drivers

- Scope of impact across organization (regional, global, functional)
- Global decision and execution methodology, regional implementations
- Strategic overlap with IT, HR, Compliance, B2B, others



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Governance Model

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Baseline

- Inventory existing corp-liable population
- Device, usage, user and technology profile
- Discovery of T&E / IL devices for migration
- Execute migration process
- Evaluate internal reporting, provisioning and data warehouse capability
- Platform recommendations and decision

Optimize

- Identify and execute savings opportunities in rates, feature sets, network usage
- Zero usage validation and removal
- Contract compliance and audit exercise (historical and ongoing)
- Develop and maintain leverage profile against market (month over month)
- Standardized reporting development and distribution (KPI / dashboard)

Policy

- Gap closure on mandatory language
- Execute stakeholder process
- Execute employee communications
- Profile development and refresh
- Sample survey execution
- Revised language and policy draft
- Signoff and distribution

Source

- Determine sourcing model to be utilized
- Develop go-to-market strategy utilizing leverage profile / market dynamics
- Provider partner due diligence
- Negotiation effort – pricing and terms / conditions
- Modeling and scenario analysis
- Final negotiations and signature
- Migration and validation as needed

Operations

- Develop and execute ongoing inventory maintenance
- Evaluate and refine invoice processing workflow
- Assess options for ongoing optimization against market
- Refine payment validation and approval process
- Develop base function for automated contract compliance / ongoing audit
- Identify / develop chargeback mechanisms
- Assess end user and device lifecycle support

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Measuring Success

There's a clear line of demarcation in utilizing a WTEM solution, and leveraging the organization that provides it

- Data on trending and analytics for the program
- Tracking to and managing contract terms, MAC, discounting, etc…
- MACD reporting
- Transactional data and details
- Historical information
- Etc…

If you've embraced consolidation, own the asset and embrace TEM, these items are TABLE STAKES moving forward!

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Utilizing BI for Mobility

The real value in BI for mobility is in supplier and market performance – holding your providers accountable for the experience they committed to, and enabling your organization with information that is near real time and drawing on multiple sources:

- SLA's, KPI data (internal and external dimensions) blended with transactional data
- Leverage as it relates to the broader marketplace, emerging technology options and competitive landscape
- Intellectual property related to asset and technology maturity
- Proactive optimization of the program, financial proposition and efficiency factor within the organization

Wireless Criteria – Dimensions of Performance

MARKET	TECHNOLOGY	INNOVATION	TACTICAL	STRATEGIC	INTERNAL
•Revenue source	•CAPEX	•Rate structures	•Provisioning	•Stewardship	•Net costs
•CPGA	•OPEX	•Feature sets	•MACD	•Leadership	•Perception
•ARPU	•Spectrum assets	•Capabilities	•Deactivation	•Relationship maps	•Device churn
•Churn	•Maturity	•Field force	•Escalation	•Roadmap	•Service churn
•Forecast	•Clarity of path	•Deployed tech	•Service quality		•MACD volume
•Rate points	•Quality	•Flexibility			•Contract leverage

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Thank You!

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Q & A

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