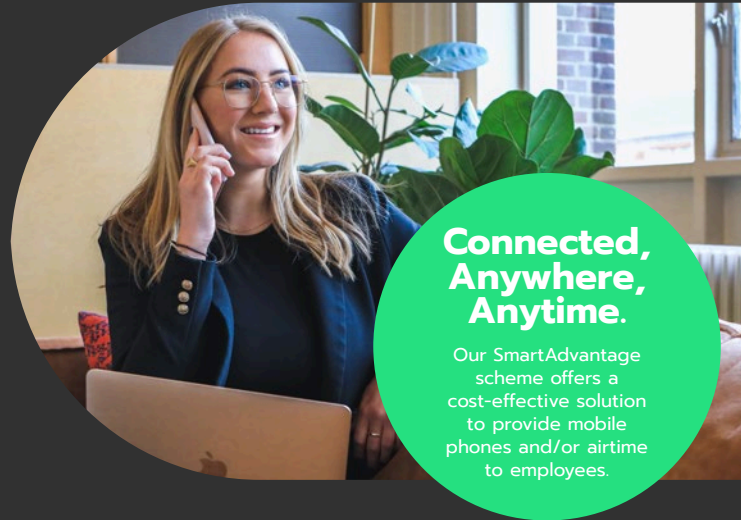


# SmartAdvantage Overview

## About Us

MobileAdvantage is 100% focused on helping employers implement successful hybrid or remote work environments, whilst also providing an attractive employee benefit for those on the payroll, which can help to reduce your carbon footprint!



**Connected,  
Anywhere,  
Anytime.**

Our SmartAdvantage scheme offers a cost-effective solution to provide mobile phones and/or airtime to employees.

## Example Scenario:

An organisation within the public sector has 1000 employees on payroll, of which, approx 60% are office based and the remainder are in roles where they spend a large proportion of their time working remotely using mobile technology.

5% of employees occupy senior leadership positions so, along with the mobile workforce, 45% of employees are provided with a business mobile and airtime. Of the 450 employees, 70% also pay for a personal mobile and airtime contract.

## Current Position:

As per the scenario above, the public sector organisation currently funds 450 iPhones, each with an Unlimited O2 Business Airtime tariff.

The contract is due for renewal. The cost to renew and upgrade to an iPhone 12 64GB (5G) with an O2 Unlimited Tariff **over 36 months** is shown below.

450 x iPhone 12 64 GB:	£8,187.50 ex VAT per month
450 x Unlimited Airtime:	£9,022.50 ex VAT per month
<b>Total per month:</b>	<b>£17,210.00 ex VAT</b>

As 70% of the staff that are provided a business mobile also pay for a personal device and airtime contract. SmartAdvantage should be a very attractive alternative providing a significant saving to both the employer and employee.

## Employee Benefit

The iPhone 12 64GB with Unlimited Airtime via SmartAdvantage will cost an employee **£30 a month**, deducted **over 36 months** via payroll. A saving of **40%** versus the equivalent bundle on the high street.

## Using SmartAdvantage:

Through the SmartAdvantage Scheme the employee would only contribute a proportion of the cost.

See the savings example below, which uses a 70% employee contribution model over 36 months and is based on the 450 employees currently utilising business mobiles.

450 x iPhone 12 64 GB:	(on 3 year operating lease)
450 x Unlimited Airtime:	(includes calls, texts, data)
<b>Total per month:</b>	<b>£4,828.95 ex VAT</b>

## Employer Savings vs Current Position

Monthly:	Saving over 3 Years:
<b>£12,381.05</b>	<b>£445,717.80</b>

If the organisation invited all 1000 employees to join the SmartAdvantage scheme. The savings would still amount to **£6,000 per month** versus the current position.

## Why choose SmartAdvantage?







### How it works

We provide an online store, which enables employees to choose from a wide range of new or refurbished smartphones, and/or airtime contracts. Employers will be billed monthly and collect the employee contributions via payroll each month, over the length of the scheme. This means the scheme has a minimal impact on cash flow.

We manage all deliveries, queries and end of scheme collections so you don't have to.

### Helping to reduce your carbon footprint

We are passionate about the environment and recycling as many devices as we can. Ultimately our model has been designed to reduce the number of devices in circulation, so being able to provide a trade-in option for existing devices at the beginning of each scheme gives us great pride. The trade-in value is then used to offset the balance, enabling the employee to reduce the amount they pay. All trade-ins are repaired/refurbished and then re-marketed, ensuring that they go back into circulation, reducing the demand for new models. This also enables us to provide a report detailing the quantity, device type and potential CO2 emission impact for our clients.

-  **Make bandwidth issues a thing of the past by ensuring remote workers have the best connectivity options available (5G ready, unlimited data)**
-  **We supply all leading phones and airtime from EE, O2, and Vodafone.**
-  **We handle all scheme administration and deliveries/collections so you don't have to.**
-  **Reducing the number of devices in circulation to help the environment.**
-  **Attract and retain talented people with a new exciting employee benefit.**
-  **Operating lease model so minimal impact on cashflow**

### Win, win

If your motivation is supporting a remote or hybrid working policy, generating savings or attracting talented people to your company. SmartAdvantage provides a great benefit to both the employer and their employees.




# Connected, Anywhere, Anytime.

### For more info:

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