



BUSINESS MOBILE SIMPLIFIED

Getting more from your business mobile contract

All you need to know about business mobile

OPUS™

Introduction: how well is your business mobile contract serving you?

Within many circles, the mobile service contract is still thought of as a utility — an invisible service with an unavoidable cost necessary to keep the company's mobile devices online and connected.

To support the business and ensure that service never fails, many organisations opt for unlimited data plans, removing any concerns around data ceilings and enabling everyone across the company to use their business phones as required for a fixed price. However:

- Unlimited data plans come at a costly premium
- Hidden costs can drive up the monthly bill
- User demands evolve over time, often beyond the scope of the contract.

In some cases, the charges associated with the mobile service contract will be such that the business is no longer willing to swallow them. In others, a review of the company's mobile hardware and the contract underpinning it are driven by wider innovation initiatives.

Contract reviews can surface challenges of their own as businesses might recognise their existing network providers can't actually provide the granular data they need to make informed decisions about the mobile estate.

But there are also opportunities. Approached through the lens of futureproofing, a better business mobile contract can reduce monthly costs, increase efficiencies, and empower users across the organisation with improved communication, collaboration and security.

In this guide we explain how to maximise your mobile investment by:

- 1: Recognising where your existing mobile contract is falling short
- 2: Identifying what you need in your new contract to deliver
- 3: Demonstrating value in partnering with a specialist mobile partner



1. Signs your existing mobile contract is letting you down

There are several ways a company will recognise that its business mobile contract is no longer fit for purpose. What are these signs and how can businesses spot them?

Hidden costs leading to bill shock

Companies with unlimited data plans can find themselves faced with an unpleasant surprise when their monthly business mobile bill comes in at a significantly higher cost than they had expected or budgeted for.

These 'bill shocks' are driven by three key areas in mobile: roaming charges, international calls, and data usage.

- 1. Roaming charges** are triggered when the business phone is detected on an overseas network. Travel restrictions as a result of the global health pandemic mean some businesses may overlook roaming charges when renewing their mobile plan, but as international travel has now resumed, it's important that businesses wanting to futureproof their mobile estate make sure they consider these moving forward.
- 2. International calls** made from the UK increased significantly as a result of COVID-19, driving up the cost of many mobile contracts accordingly. Businesses looking to build a better mobile contract will need to review what percentage of their operations are going to be international in order to plan for these costs long-term.
- 3. Data charges** appear when a business exceeds the mobile data limit agreed in its package. As mobile demands change, a company's data usage can fluctuate, meaning they may no longer have adequate data in their plan.

Executive summary:

Bill shock as a result of hidden costs, a lack of visibility into mobile usage/analytics and redundant hardware are all signs that you could build a better business mobile contract.

"Mobile providers recognised the international call usage trend as a pain point. As a result, we have seen newly released plans to combat this. The mobile industry believes increased international calls is a trend that's going to continue and I believe the same."

Juliette Lee, Head of Mobile Proposition | Opus

A lack of visibility over mobile usage limiting insights

While inflated costs are often the first sign of a poor mobile plan, organisations may also find that the network provider themselves is no longer the right match for their business needs.

Mobile analytics play a vital role in determining the source of a bill shock. Other companies may review their mobile estate with a mind to better understand the value it's delivering.

Businesses depend on accurate, easy-to-access mobile usage data in order to build better mobile contracts. This means having the information they need at the touch of their fingertips. If they can't access that information from their network provider or it isn't usable, it could well be time to look elsewhere for a provider capable of delivering those needs.



Redundant hardware holding back innovation

As business needs change and the wider IT environment innovates, old or outdated mobile technology can hinder the rollout and adoption of key software/technologies.

Consider the following:

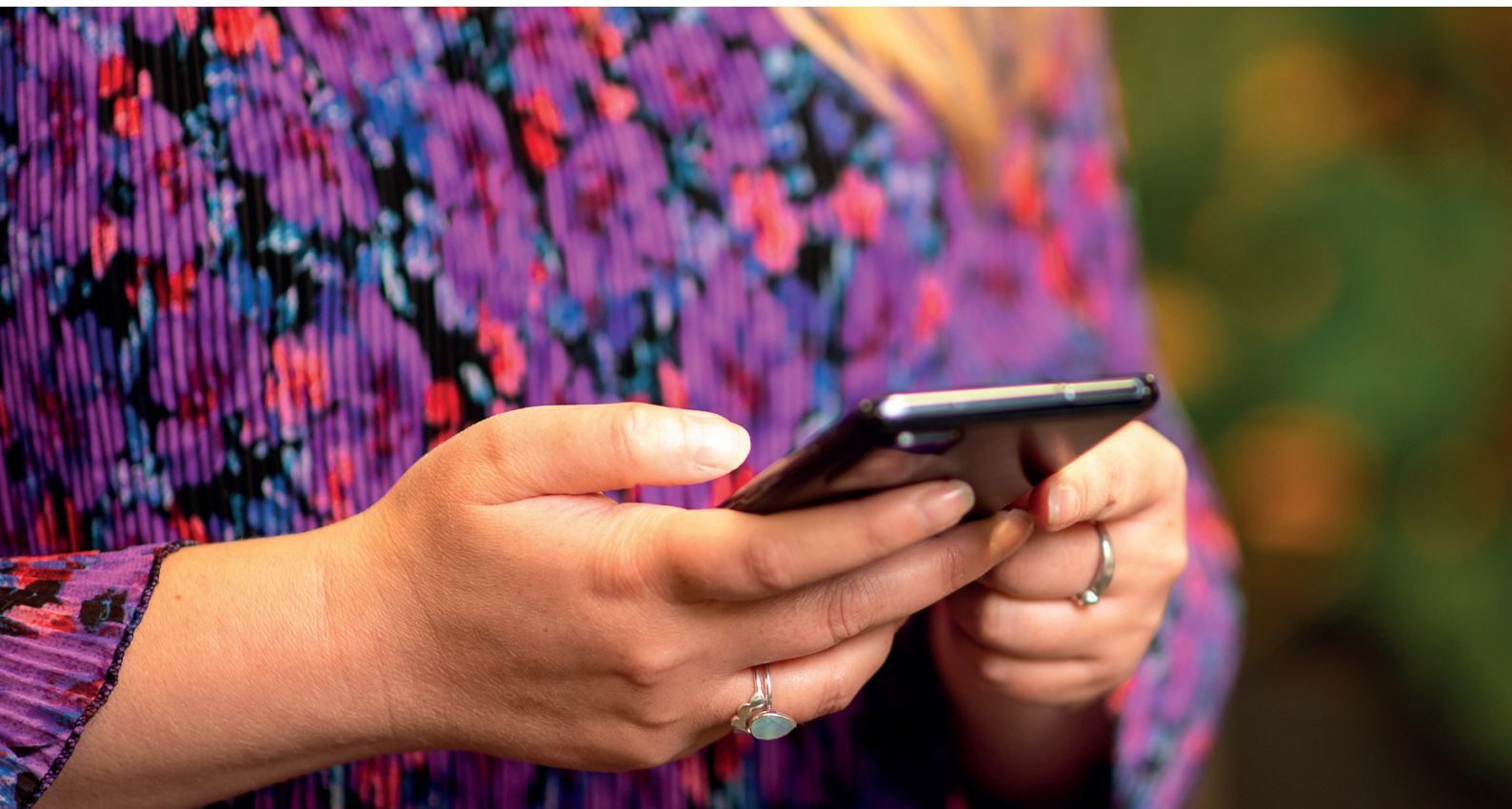
1. Four years ago, a business may have completely refreshed its mobile hardware with the latest handsets as part of a new, 24-month business mobile contract.
2. As the end of the 24-month term approached, the global health crisis hit. To reduce costs and minimise risk, the company didn't invest in any mobile device upgrades.
3. The business has since leveraged new, business-critical applications to enable remote working, but its four-year-old mobile hardware struggles to support them.

It's easy to see how, in this example, redundant mobile hardware is limiting the organisation's ability to adapt.

As working practices continue to evolve and mobile devices increasingly deliver key functionalities like remote access to the company's Microsoft suite and two-factor authentication (2FA), businesses must ask themselves questions such as:

- Do we need a technology refresh now?
- What capabilities do our new mobile devices need to support?
- How can we empower our users when they are on the move?

Do you recognise any of these signs across your own mobile estate? You could benefit from building a better business mobile contract. What does your new contract need to deliver and where should you start?



2. What does your new mobile contract need to deliver?

Building a better mobile contract requires that a business looks at how its mobile estate is currently set up and asks itself how it could evolve its estate to better serve its needs.

Adapting your mobile package to minimise bill shock

Companies with significant roaming charges may find it beneficial to switch to a contract (or provider) that offers more competitive rates in this area. Likewise, a business that frequently exceeds its data limit may find value in an unlimited package, depending on the total data usage and how much it's already paying in additional charges for exceeding its limits.

When considering potential changes to a plan, it's important to be as clear as possible on the terms used, what they mean, and how that will affect any additional cost incurred.

- **Is unlimited data actually unlimited?** Check the tariff and read the small print carefully to understand the data limits and whether or not they meet business requirements.
- **How are international calls charged?** Is it a pence per minute rate? Is there a fair usage policy? Is it one international rate for all or is it granular per country?
- **Are the countries in which a business has its most frequent usage covered by the network packages?** How can they find this out to better understand potential roaming charges?

Executive summary:

A better mobile contract offers visibility over mobile usage data, hardware capable of supporting 'the mobile office', and service you can depend on from your provider of choice — built around a cost-effective mobile plan tailored to your organisation's needs.

Review your existing network provider

As a business spends more time examining its mobile plan usage for data and insights, it will find its mobile provider lacking if they:

- Can't provide any visibility over plan usage beyond a basic invoice**
- Offer a complex portal with poor user experience**
- Provide an intuitive platform with visible data but no way of accessing/downloading it**
- Provide an intuitive platform with visible data but no analytics support to interpret it**

In terms of getting the support they need, the final point can be a particularly frustrating one for busy IT heads and teams without the in-house skills to carry out detailed data analysis.

The ability to access data on how the mobile estate is being used and what value the contract is delivering is fundamental to futureproofing the mobile estate and building a better mobile contract. Engage a provider who offers that level of granular insight and support.

"Just how dedicated is your account management team? How long does an email query take to get dealt with? And do you have a direct mobile number for your account manager(s)?"

Adam Sankey, Mobile Sales Consultant | Opus

Invest in hardware that supports innovation and operations

When building a better business mobile contract, take the opportunity to review the organisation's hardware needs and upgrade mobile devices in line with them.

The accelerated uptake of digital transformation technologies, coupled with the average contract lifespan of 24-36 months, makes it likely that a company has innovated across its systems since the last business mobile contract was set up. For example, the business:

- **Might have decommissioned its landlines**
- **Fully embraced MS Teams**
- **Built 2FA into its business-wide security policies**

Whether a business approaches a mobile hardware upgrade through its drive to build a better business mobile contract or as part of a wider transformation project, it's crucial to consider the technical needs of the technology stack that will be living on each device.

Building a business mobile contract that balances usage limits, visibility and hardware while keeping within budget can be a challenge in its own right. Mobile service providers can help.



3. Building a better mobile contract with Opus

Historically, it's not uncommon for businesses to go direct to the networks when taking out a business mobile contract. But as business needs change, and mobile demands with them, growing numbers of organisations are turning to third-party mobile service providers for support with building mobile contracts that futureproof their operations.

Executive summary:

A **mobile service provider** fulfils the role of trusted advisor, drawing on its specialist mobile expertise and knowledge of the three best business networks to help organisations future-proof their mobile estate with agile support and a contract that meets their needs.

What is a mobile service provider?

Mobile service providers act as a bridge between an organisation and the best business networks. A proficient provider will help a business to build a better business mobile contract, one which incorporates much of the advice shared so far in this guide to deliver a tailored business mobile contract built around an organisation's specific needs.

They achieve this by closely examining an organisation's mobile data use, existing business mobile plan, and future requirements to recommend a personalised package.

"Partnering with a mobile services provider should give a business the confidence that they'll receive a personalised mobile plan, tailored to their needs."

Russell Quddus, Mobile Sales Consultant | Opus

Futureproof your mobile operations



When a business approaches its mobile contract with a 'utility' mindset, it can be difficult for them to see the value the contract delivers. The contract becomes a cost, to be shouldered each month in order to keep the mobile estate connected. And because it's perceived as a cost, contract renewal becomes a race to the bottom to find the cheapest option. It's this way that organisations find themselves locked into a mobile contract that doesn't deliver what they need it to, all the while incurring additional charges that take it over budget.

At Opus, we strive to turn that mindset on its head, so every one of our customers can see the value in the terms of their contract and how mobile can empower their teams.

"Give me an example of one of your biggest mobile pains", explains Vinnie Cruikshank, Mobile Sales Consultant at Opus. "If you give us that scenario as a new service provider, the mobile team and I will model it and we'll be able to tell you exactly how we'd safeguard against it."

"Working with one customer, we modelled four key scenarios based on how the company works, what their end-users did, and what was likely to happen over a two-year term. We demonstrated how it would only take four events for them to completely wipe the difference between the cheapest contract and ours within the first 12 months — saving them financially, operationally and reputationally."

Martin Murphy, Mobile Sales Consultant | Opus

These visual models can be shared at the executive level, helping our customers to secure internal buy-in and elevating mobile to the same playing field as the wider technology suite, turning it from a cost to be born to a tool to be used by the whole organisation.

Examples like this, which highlight the inherent risks built into cheaper 'off-the-shelf' plans, really showcase the value of tailored plans designed around an organisation's needs.

Agile mobile support, exactly when you need it

While call centre environments continue to offer better and better experiences, they still can't compete with the agility of independent mobile service providers like Opus.

Call queues, lengthy waiting times and impersonal experiences are a reality for even large enterprises if they've taken out a contract with a network directly and are looking for support, compared to our rapid response times, first-time resolution rates and the experience of dealing with the team that works day in, day out on the mobile account.

"We exist to service our mobile customers at a very granular level. The networks just aren't capable of delivering that. Agility is something we can guarantee, helping you to get the most out of your contract throughout its term."

Juliette Lee, Head of Mobile Proposition | Opus

About Opus

Opus is a trusted, independent technology services provider delivering communications, collaboration, contact centres, mobile, IT, document management and cyber security solutions to medium and large enterprises nationwide. We integrate best-of-breed solutions and provide them as a managed service with caring, personalised support.

Authorised Resellers:



Please get in touch to discuss your business needs with our experienced mobile team.