

## Wireless Expense Reduction: AT&T and Verizon

*How Anilix reduced MDM managed mobile costs for a multinational company by more than 20%.*

Our client had approximately 1,000 devices, however Anilix was initially retained to audit non-wireless expenditures, while the client simultaneously retained a separate Mobile Device Management firm to provide various services, including cost management for wireless. Eight months later the client requested Anilix do a no risk audit of the MDM managed wireless expenses, which resulted in a 23% cost reduction. Client then requested that Anilix review wireless costs at a separate subsidiary, where we achieved similar savings.

### PROCESS

This project included three phases:

#### Phase I: Two Months, 17% Overall Cost Reduction Review of all expenditures for AT&T and Verizon

- Optimization of international roaming and calling plans
- Rate plans and feature savings, including:
  - A missing discount for off contract phones
  - A shift to a lower cost unlimited plan
  - Recovered savings from an incorrectly implemented contract.
- Audit of zero-usage devices
- Results: Verizon Wireless, 22% Reduction  
AT&T Wireless, 11% Reduction  
Blended Overall, 17% Reduction

#### Phase II: Three Months, 6% Overall Cost Reduction Lead negotiation of new AT&T Wireless contract

- Negotiated new rates in high-impact areas based on Anilix's proprietary knowledge of AT&T contracts.
- Results: Verizon Wireless, 0% Reduction  
AT&T Wireless, 12% Reduction  
Blended Overall, 6% Reduction

#### Phase III: Two months, 23% Cost Reduction at Subsidiary Review of all expenditures for separate subsidiary

- Replicated activities for Phase I at separate subsidiary
- Results: Verizon Wireless, 23% Reduction



#### PHASE I RESULTS

# 17%

Savings from International  
Roaming and Calling Plans

#### PHASE II RESULTS

# 6%

Savings from New Contract

#### PHASE III RESULTS

# 23%

Savings from Audit Findings

# Wireless Expense Reduction: AT&T and Verizon

How did Anilix reduce MDM managed wireless costs for a multinational company by more than 20%? Three reasons:

- Carrier plans and features are deceptively complicated and hard to optimize—so costs are high
- MDM firms are better at device management than expense management—so costs stay high
- Anilix has the right expertise, business model, and experience to break through the complexity and optimize costs for the client's specific needs

## RESULTS

### PHASE I

17%

Parent company cost reduction

### PHASE II

6%

Parent company cost reduction

### PHASE III

23%

Subsidiary company cost reduction

Overall costs were reduced by 23% at both the Parent and Subsidiary Levels

