

# MOBILE RATE PLAN OPTIMIZATION

How do you select a mobile rate plan that suits the needs of your enterprise?

Do you play a guessing game? Or go by trial-and-error?

## The Breakage Game

When you are "on plan," the carriers make money. When you are over or under plan, they make even more money. This is called the breakage game. The carrier's goal is to win the breakage game.

The Avotus goal is to help you win this game!

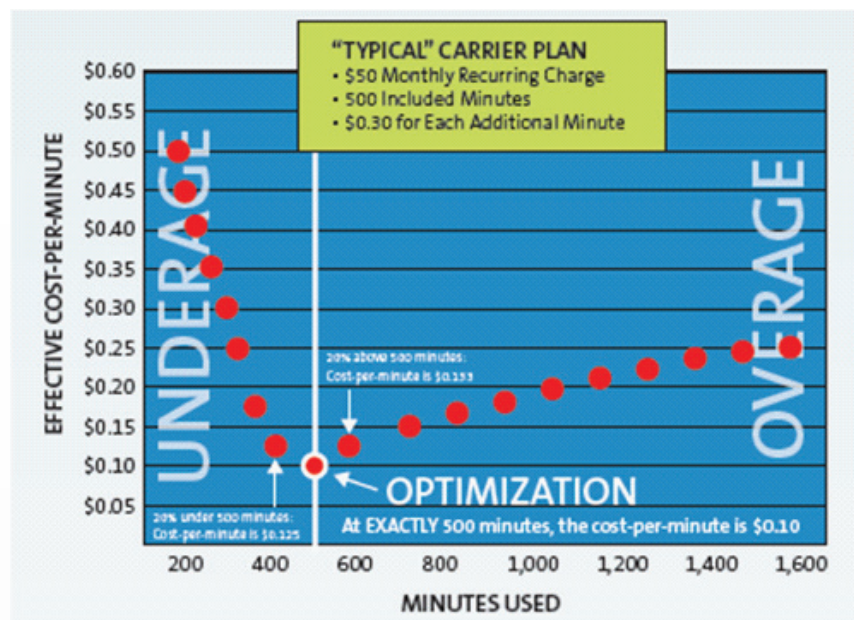
## Why Optimize?

- To understand all of the variances and nuances the carriers can throw at you
- To understand wireless communication, which has become increasingly complex
- To make an informed decision taking into consideration the fact that wireless service providers have multiplied from 2 to more than 8 in most metropolitan statistical areas
- To maintain the optimal rate for wireless services with the ongoing changes in carriers' rating methods

AS CARRIERS CHANGE OPTIONS, FEATURES AND PRICES, YOU MAY NO LONGER HAVE THE BEST PLANS FOR YOUR CURRENT BUSINESS CONDITIONS. AVOTUS OFFERS AN OPTIONAL MOBILE RATE PLAN OPTIMIZATION SERVICE.

## Benefits of Rate Plan Optimization:

- Realize 20%-40% savings. Our historical average savings is \$242 per device per year after Avotus service plan optimization has been performed
- Quick turnaround, often less than 30 days when billing data is in hand. Savings can be quickly realized
- No carrier change required. Savings can be realized by staying with your current wireless carriers! We understand that changing vendors isn't always feasible or desirable and we won't force a change
- A complete package of dashboards and reports readily identify your opportunities for savings
- No service impact to end users when optimizing within current carrier. If you are able to stay with current wireless carriers, your employees can continue to use their same mobile devices and access features and capabilities in the same manner as they do today! You'll just pay less for them
- Reduce expensive "overage" minutes and also reduce the instances where you pay for plans that contain more minutes than your subscribers actually use



Carriers make money if you are "on plan"  
 Carriers make more money if you are not "on plan"

To guide you in effectively managing your growing mobile usage, Avotus provides analysis reports and metrics of specific usage by user, department, region, carrier, and accounts. Avotus' proprietary wireless analysis engine and software generate wireless usage reports highlighting specific information, including:

- Effective rate-per-minute analysis
- Individual, department, or region usage summary details
- Monthly usage averages
- Overage and breakage minutes
- Roaming and long distance details
- Inactive mobile user information
- Top airtime users by category
- Month over month expense variance

## Optimizing Wireless

### Why Avotus Rate Plan Optimization?

Optimizing wireless rate plans, features, data usage, provisioning options, and usage sensitive optional services is a multi-dimensional dynamic that requires industry expertise.

Avotus brings together three key competencies that in combination deliver better results than others can.

#### EXPERIENCE

1. A team of seasoned wireless veterans with unmatched carrier experience, including over 120 years of direct carrier employment
2. Knowledge of how the carriers think and how to approach them to get the best for our clients
3. Expertise to use this knowledge and our carrier contacts to complement the results generated by our proprietary optimization engine
4. Unmatched wireless experience that our team brings to our clients

#### KNOWLEDGE

1. Knowledge of behind-the-scene options, unpublished rate plans, provisioning possibilities, and available structures for large wireless accounts
2. Data base of thousands of active carrier rate plans
3. Continuous collation of the latest the published and unpublished plans for use within our technology

#### TECHNOLOGY

1. An optimization engine that uses knowledge of thousands of carrier rate plans, synergistic grouping logic, and unpublished options that are a derivative of our experience and ongoing daily contact with the carriers to deliver the best recommendations for saving money

Avotus' popular contingency fee structure provides you a no-risk option that includes: a detailed usage study, customized needs analysis, professional presentation of findings, and recommendations for a completely optimized solution. Once we've reviewed the results and gotten your approval, we'll follow through with the carriers to make sure all changes are implemented properly on your behalf.

**ALL WE NEED TO GET STARTED IS ACCESS TO YOUR MOBILE BILLING DATA AND ANY CUSTOM CONTRACTS YOU MAY HAVE. IT'S THAT SIMPLE!**

## KEY MESSAGES – VALUE PROPOSITION

### AVOTUS DELIVERS: (Remember DVS)

- “Data” for Informed Decision-Making
- “Visibility” into your Network
- “Savings” both Immediate and Long-term



## About Avotus

With more than 30 years of industry experience, Avotus is the award-winning provider of **Intelligent Communications Management (ICM)** solutions. ICM solutions enable users to optimize, manage and protect against misuse and abuse of their critical investments in telecom and technology. Avotus' ICM lifecycle can be deployed in a manner that allows each engagement to self-fund the next, while putting cash on the client's bottom line at each step. ICM solutions include: Enhanced Usage Reporting (EUR) for Unified Communications, Expense Management with ITAM Robot (EM), Intelli-Sourcing and Wireless Management. Avotus and its partners serve more than 1,000 clients in North America and around the world, many of which are industry-leading Fortune 5000 companies. ICM is Avotus' Intelligent approach to managing wireline and wireless assets, and a safeguard for your next-generation communications solutions.

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