NORTEL

10 ways to reduce mobile costs

Mobile usage is growing, but mobility spend doesn't have to.

By 2012, one in every three dollars of enterprise IT spend will be on mobility, with overall spend forecasted to exceed $1.4 trillion (USD). Proof of this trend is all around. Mobile devices can be seen everywhere as more and more people demand anytime-anywhere access to each other, the Internet and to their corporate networks.

The mobile device is quickly becoming the communications device of choice for users, regardless of whether individuals are mobile or not. In fact, 50 to 70 percent of mobile minute usage occurs within the halls and walls of the enterprise, where alternate solutions exist and where a user's desk phone may be only a couple of feet away.

So what can enterprises do to embrace mobility and take advantage of the productivity benefits it brings without incurring the high costs of going mobile?

This paper discusses ten ways your enterprise, with help from Nortel's Mobile Unified Communications solution, can reduce your mobile communication expenses.

Understand your costs.
Reduce your mobility expense.

Knowing where your mobility costs are coming from is the first step towards reducing your mobility expenses.

Initial costs	Recurring monthly fees	Extra tariffs
• Device cost • Setup fees • Accessories	**Basic plan** • Voice: Minutes/ month • Data: Mbps/month **Additional services** • Voicemail • Caller ID • Texting	• Long distance charges • Roaming charges • Additional minutes over and above basic plan • Texting charges

Some leading questions to help you get a handle on your mobile spend

1. What is your total annual IT spend for mobile services?
2. What is the approximate breakdown of these costs?
   • % initial costs (purchase of mobile device)
   • % recurring monthly fees
   • % extra tariffs (roaming, long distance)
3. What are the current mobile trends within your enterprise (e.g., user profiles, devices, regional, usage trends, etc.)?
4. Who are your top mobile-usage offenders and why?

10 ways to save with Nortel's Mobile UC solutions

#1: Get mobile long distance calling at local rates

Long distance or international per-minute mobile charges may apply when you make calls outside your local area. Not only are these charges expensive, often contributing a significant percentage of total mobility spend, but they are also unpredictable, making cost planning extremely difficult.

Nortel's Mobile UC solution removes high-cost mobile long distance charges by leveraging least-cost routing of calls within your enterprise dial plan.

Figure 1 shows a user making a call from Washington, U.S.A. to London, England using his mobile phone. In this case, the call is routed using the enterprise dial plan rather than the telecom mobile network — yielding a savings of 57 percent!

#2: Redirect mobile calls to a landline

Calls can frequently come in on mobile phones where a landline phone is close by.

Nortel's MC 3100 allows you to redirect incoming mobile calls onto landline phones. You can pre-configure common numbers and/or devices (e.g., temporary work space, hotel number, etc.) so that when a call comes in on your mobile phone, a screen popup allows you to push the mobile call to 'free' landline phones in real time. This feature means you use less mobile 'minutes' and it allows you to downgrade your mobile voice plan to a cheaper one with fewer minutes.

#3: Reduce inbound roaming call costs

Your mobile plan defines an area called your local area, which, depending on the plan, can be a city, a geographic region, multi-state or an entire country. If you use your mobile phone outside this home area, you are said to be roaming. When you roam, airtime rates are typically much higher than your local plan rate. Inbound roaming refers to the charge associated with incoming calls to your

mobile phone when they are made outside their home area.

Nortel's MC 3100 allows you to redirect incoming mobile calls onto landline phones within your vicinity, and in doing so, avoid costly incoming roaming charges when you travel.

#4: Convert outbound roaming into inbound

Outbound roaming refers to the charge associated with calls made from your mobile phone. For most mobile plans, outgoing roaming charges are more expensive than incoming roaming charges. For example, beginning July 1, 2009 the European Union (EU) is regulating roaming charges: the roaming charge for outbound calls will be 0.43 Euro/min.; for inbound calls 0.19 Euro/min.

Nortel's MC 3100 solution supports a 'call me first' feature that converts outbound mobile calling into inbound by sending a data signal (which is much less expensive than voice calling) to the gateway. This feature allows you to travel globally and make calls from anywhere, with all calls billed as inbound. If you were traveling in the EU, this would equate to a 56 percent cost savings!
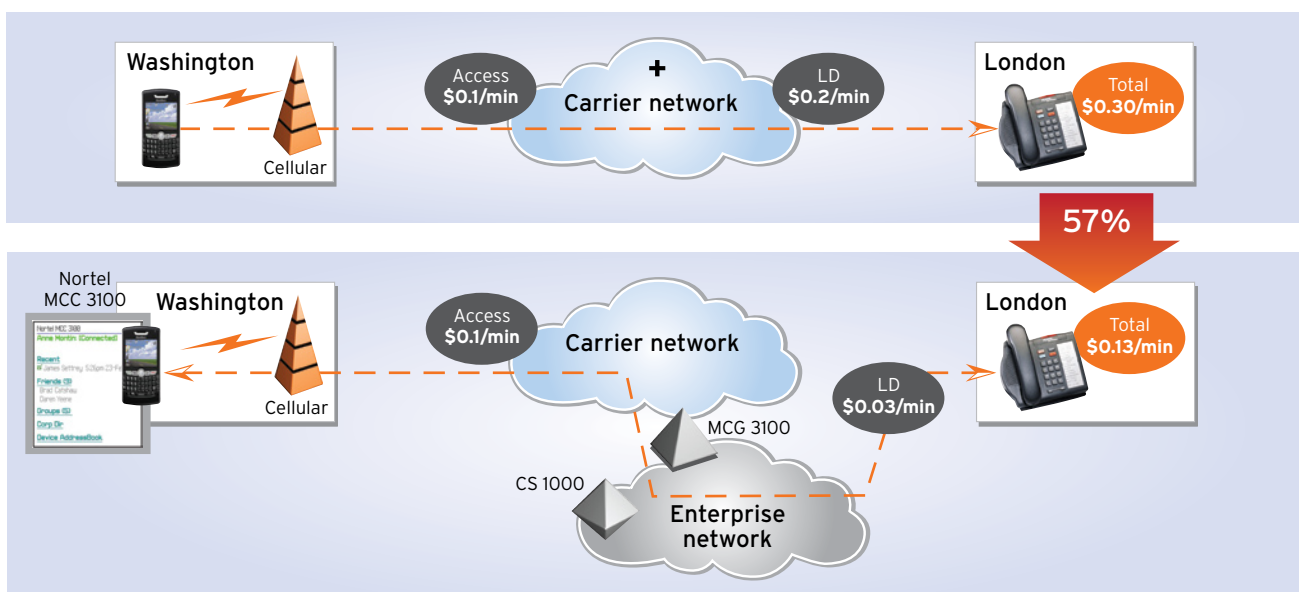

Figure 1. Long distance cellular toll bypass

#5: Eliminate redundant services

Mobile users often pay for additional services, such as mobile voicemail, conferencing services or text messaging, on top of their monthly plan.

Nortel's Mobile UC solutions allow you to eliminate redundant services through support of single voicemail and enterprise telephony. When out of the office, you benefit from the Message Waiting Indicator (MWI) feature that allows you to see and access your enterprise voicemail from your mobile phone. You can also view other contacts' online status and send instant messages in real-time, allowing you to stay connected with your colleagues anytime, anywhere. You can access the core communication server telephony features and services from your mobile phone including PBX dialing, attendant features, instant conferencing, device handoff and mid-call features.

#6: Take advantage of 'free' devices by business-enabling personal phones

Market trends show users personal devices are beginning to make their way into the enterprise.

With Nortel MC 3100, enterprises can capitalize on this trend by allowing employees to 'business-enable' their personal phones if and when required. For example, say your personal device is the Apple iPhone. Nortel's MC 3100 solution supports a 'clientless' WebUI deployment option where the same rich Mobile UC capabilities are available via the browser on your iPhone. No client needs to be downloaded; you can simply enlist your personal device for business use when needed (e.g., to use enterprise dialing or search the corporate directory). This is a win-win scenario for both the enterprise and the mobile user; the enterprise does not have to pay for the cost of the mobile device and the user gets to keep their preferred device rather than one mandated by corporate.

#7: Move business calls to free-minute portions of common mobile plans

Many mobile personal plans include a 'Favorite Five' feature where you get unlimited calls and unlimited text messages to and from five phone numbers of your choice. You can also change the 'Favorite Five' list as often as once per month.

When you make a call from your mobile device using Nortel's MC 3100, the device makes a call first to the Mobile Communication Gateway (MCG) and then the gateway bridges this call with a second call to the destination number. Mobile call records will show that all business calling appears as calls to the same number (the gateway bridge). Users can define the gateway bridge as one of their 'Favorite Five' numbers; hence, all incoming and/or outgoing calls are within the free portion of the mobile plan. Multiple numbers can be provided in a regional manner to facilitate long distance and international savings.

#8: Keep reimbursements under control

Many enterprises spend time and money monitoring and tracking employees' mobile communication bills to ensure conformance to corporate policies.

Nortel's Mobile UC solution works in conjunction with Nortel's Enterprise Call Server platforms, which capture extensive call record information. This information enables enterprises to quickly and easily distinguish between legitimate business calls and personal calls in order to prevent abuse.

3

#9: Tap into free Wi-Fi

Many enterprises have Wi-Fi or WLAN networks allowing employees to stay mobile within their workplace. Wi-Fi hotspots are also commonplace in many public places such as airports, hotels, coffee shops, etc.

Where a Wi-Fi connection is available, the MC 3100 client/WebUI moves all signaling, status updates, call notifications, corporate directory queries, instant messages and presence updates over the Wi-Fi radio. This means all data traffic is carried on the Wi-Fi network, not the cellular data network where the user would be charged for the data usage. MC 3100 allows some devices to go a step further and move voice over the Wi-Fi connection as well — thereby removing mobile voice services entirely.
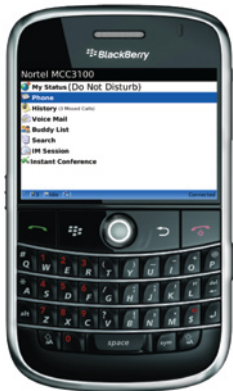
#10: Leverage Internet VoIP services and UMA

Many users are increasingly using services of Internet VoIP providers such as Skype or carrier-hosted VoIP services such as Unlicensed Mobile Access (UMA) to reduce costs by making calls over the Internet using Wi-Fi.

Nortel MC 3100 is a fully compatible complement to these services; it integrates seamlessly with your existing enterprise communications infrastructure, creating a converged environment. This allows you to take advantage of existing cost-saving services that you may be using (such as Skype), while preserving a unified communications experience for users.

Figure 3.
MC 3100 WebUI login menu on the Apple iPhone

Conclusion

Nortel's Mobile UC solution is truly a win-win proposition for both employers looking to curtail their mobility costs and employees looking for a simpler, richer, more consistent experience inside and outside the office.

Figure 2.
MC 3100 client on the RIM BlackBerry

A real-world scenario
How Nortel IT targeted its top mobile spenders and saved

Scenario

With international mobile phone usage costing Nortel millions of dollars per year, the company set out to find ways it could lower costs without enforcing stringent usage reduction and potentially productivity-hampering policies on employees.

Solution details

Investigation into employee mobile phone bills allowed the company to quickly identify 'top offenders' and equip those users with the Nortel MC 3100.

Results, features and benefits

By deploying the MC 3100 solution, Nortel saved $50 per month per user — a remarkable 32 percent reduction in costs!

Additionally, the MC 3100 removed barriers to employee mobility, and users are now benefiting from capabilities that transform their wireless handheld devices into virtual office extensions.

- Employees can publish a single corporate number for all incoming calls
- Missed calls are routed to a single corporate voicemail account
- Users have anytime-anywhere access to the corporate directory
- The same internal corporate dial plan works on both landline and mobile phones
- Users can divert incoming calls to any phone number; for example, to a nearby landline phone
- Employees enjoy a simple user interface that requires no codes or extra digits to dial

---

Visit Nortel on the Web at **www.nortel.com**. For the latest Nortel news, visit **www.nortel.com/news**.

For more information, contact your Nortel representative, or call 1-800-4 NORTEL or 1-800-466-7835 from anywhere in North America.

NN124147-062409

NORTEL

BUSINESS MADE SIMPLE