

Wireless Management Made Simple.

Through Comprehensive Network Optimization and Ongoing Cost Reduction, a Leading U.S. Law Firm is Able to Tame Its Wireless Spend-and Realize Over \$511,000 in Annualized Savings

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THE CHALLENGE: OUT-OF-CONTROL WIRELESS COSTS

A preeminent U.S. law firm, fed up with soaring costs related to its employees' use of mobile devices, sought GSG's assistance with getting its wireless spend firmly under control. With a wireless inventory of over 2,000 cell phones, PDAs and smartphones, the firm was encountering a number of problems: hundreds of zero-use devices that were still being paid for, unruly overage fees, and skyrocketing mobile costs. What's more, they had no clear way of matching their users and cost centers with wireless devices.

To add to the conundrum, split liability users were incorrectly charging voice expenses to the firm rather than to their own personal accounts-and the firm lacked a sound strategy for analyzing business versus personal expenses.

AT A GLANCE

Company:

Major U.S. Law Firm with Offices Worldwide

Industry: Multidisciplinary Legal Service**Number of Employees:**

1,000+ Lawyers & Professionals

Number of Wireless Devices: 2,000+**Challenges:**

- Hundreds of zero-use devices
- Unchecked overage fees
- Increasing mobile costs
- Inability to monitor personal vs business expenses

Solution:  **mobilemanager**
powered by GSG**Results:**

Savings of over \$511,000 in annual wireless spend

THE SOLUTION: GSG MOBILEMANAGER

Using the MobileManager wireless cost reduction solution, GSG performed an initial audit and optimization of the law firm's mobile service plans, features, and usage, with a goal of achieving and maintaining the lowest-cost wireless environment possible. This comprehensive process included the following steps:

- GSG analyzed the firm's wireless invoices, vendor contracts and user cost assignment rules and reports.
- GSG made optimization recommendations that identified which devices were not being used as well as savings opportunities within voice, data and text messaging plans.
- Billing disputes and plan changes were filed with the wireless vendors and carefully tracked. Changes were validated on subsequent invoices.
- An accurate inventory was created in which mobile phone numbers were associated with user names and cost centers, enabling greater visibility into the firm's wireless environment.

THE RESULTS: MOMENTOUS UP-FRONT SAVINGS & ONGOING RETURNS

The Results: Based on its initial audit & optimization, GSG made cost savings recommendations to its law firm client and then coordinated the implementation of all approved changes with the wireless vendors. The result was a generation of over \$511,000 in annualized savings for the client.

The firm soon realized that going forward, managing over 2,000 wireless devices would require a sophisticated tool, and so it signed on with MobileManager for ongoing, automated audits and cost reduction. This unique service, performed by GSG's team of telecom auditors and optimization specialists, combines financial and engineering analysis to create and maintain a wireless network that is continually "right-sized" to meet the fluctuating needs of a company.

GGS's law firm client is now empowered with complete visibility into their wireless spending and the allocation of costs. They are able to maintain an accurate profile of users and easily view monthly expenses by department, cost center, vendor and more-all searchable with the click of a mouse.

The firm's ongoing cost reduction program is comprised of the following:

- On a monthly basis, 40+ audit and optimization checks are performed on wireless invoices. Wireless expenses are kept under control with monthly optimizations and flag reports.
- Corporate policy is actively monitored and managed, reducing abuse and keeping costs under control.
- Device inventory is properly managed, with each device assigned to a valid employee and charged to the appropriate cost center.
- Monthly allocation and accounting reports now take minutes rather than days.

As a result of optimizing its existing mobile infrastructure and services through MobileManager, the law firm was able to realize an immediate and substantial reduction in expenses. This, combined with GSG's commitment to providing ongoing support and vendor management, will allow the client to achieve the lowest lifetime wireless cost-and a maximum return on its communications investment.