



Mobility- as-a-Service

A way better way to get wireless

For companies with people in them™

The mobility enablement conundrum

Let's face it. Today, your business and your people need the right technology to succeed. From flex-time schedules to anytime, anywhere collaboration, the productivity and efficiency benefits of mobile technology are proven – and the risk of ignoring them is too great.

So, for most business leaders and technology procurement teams, it's not a matter of "if", it's just a matter of "how". Unfortunately, the mobility puzzle has a lot of moving parts:

- The needs of the business and your team are constantly changing
- New device capabilities are constantly emerging
- New apps and updates seem to be a daily occurrence – some of which have new device demands
- As your business grows, you need new technology for your new people



This makes buying tricky

Wireless solutions can cost you a lot of money, so naturally you're going to want to get the most value possible from your purchases – but as soon as conditions and capabilities change, you need the competitive edge they offer.

For your team this means four things:

- Spending huge sums of money (again and again) purchasing new devices, smartphones, tablets, and mobile broadband hotspots with inflexible data plans
- Spending more hours, even days configuring and deploying them
- Constantly getting set up with inflexible new data plans
- Attempting to sell or recycle current devices to recover some of the lost value



It's not exactly cost-effective. In fact, it's going to put a pretty serious hole in your budget if you do it too often.

At Sprint, we knew there had to be a better way – one where everyone gets the devices, service plans and support they need at a predictable cost, and one that doesn't require IT teams to spend half of their lives configuring and maintaining devices.

In this eBook we'll guide you through a new model for comprehensive enterprise mobility and explore all the reasons why we think Mobility-as-a-Service is the right choice today for businesses and IT teams of all sizes.

Navigating the mobility management maze

Mobility may be all about enabling flexible, productive, and enjoyable work experiences, but managing it is certainly no walk in the park. It's fraught with challenges, and ensuring you deliver the best experiences possible takes a huge amount of IT time and effort.

With the right mobility solution, your people are more productive and efficient. But keeping the devices they need in their hands dominates your mobility team's day. Time that could be spent on value-adding activities is instead consumed by a whole range of routine tasks.



Answering and anticipating the changing needs of the workforce

Your people love their devices. When something goes wrong with one, they're going to have a lot of questions. Mobility teams dedicate a huge portion of their day to answering calls from users about their devices, when they'll get replacements, and what's going wrong with the one they currently have.

And the job isn't over once the problem's sorted out or a new device has been sourced.

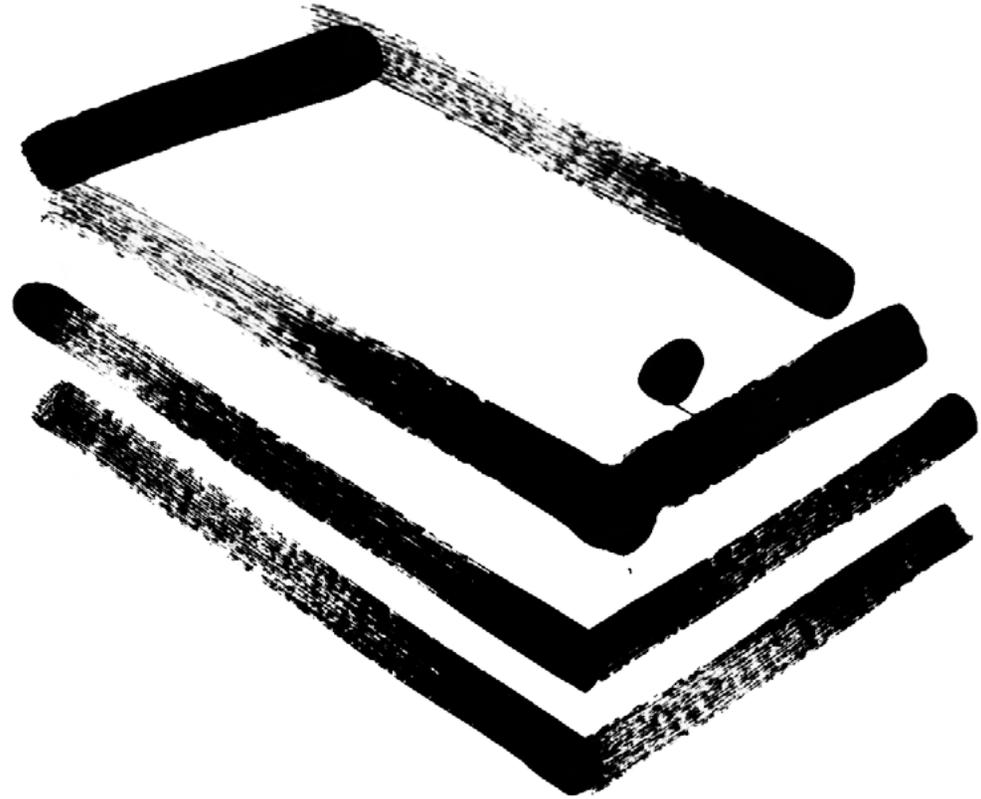
Large amounts of desk time are spent familiarizing staff with their new technology. And then there's the constant demand for more up-to-date devices with greater capabilities to contend with.



Keeping devices running and relevant

Mobility isn't a "fire and forget" initiative. While someone at the top may see spending level-off after the initial bulk purchase, the reality is that huge amounts of resources go into just keeping the mobility program going.

Whether they're installing and updating applications, managing repairs and servicing, or providing on-demand tech support for individual users, the members of your mobility team spend most of their days just keeping your mobile plates spinning.

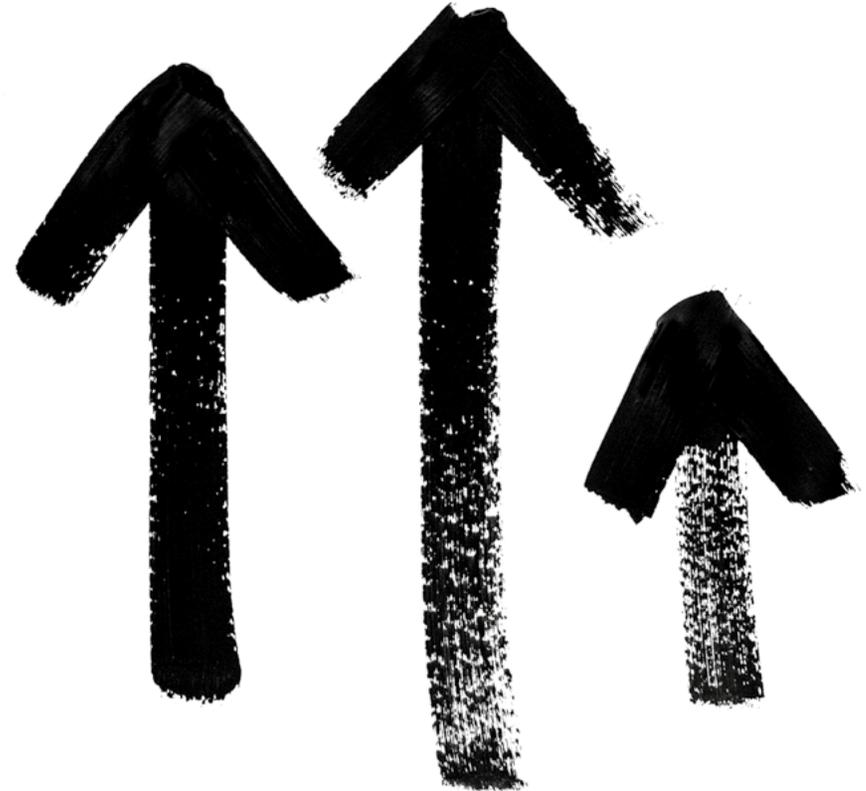


Ensuring the ongoing health of the mobility strategy

A great deal of work also goes on away from the frontlines. One of the mobility team's biggest challenges is maintaining a scalable mobility strategy and support model – one which can grow seamlessly as demands increase. In reality, it's a pretty tough task, especially when the demands themselves are unpredictable.

Speaking of which, they also have to plan and budget as well as they can for future device and service plan purchases. The very nature of having to plan for these purchases slows down the buying process, so by the time your people get their hands on innovative technology, new demands are already on the horizon.

Clearly, the system is far from perfect. But there has to be a better way, right? Well first there's a few more fundamental problems to overcome.



4 reasons why buying is broken

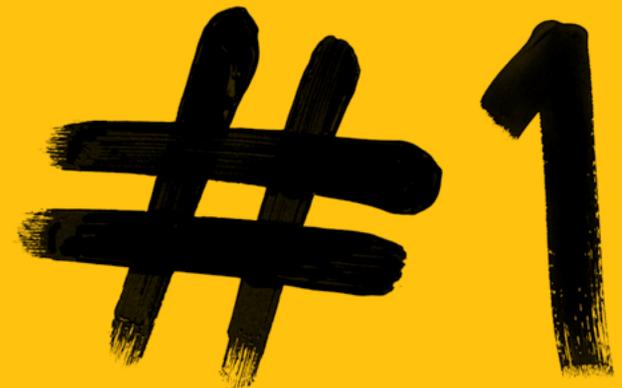
Iconic devices with robust service plans are expensive. But, for many businesses today, going without them simply isn't an option. They're the indispensable tools that your team needs to succeed. Without them they can't do their jobs as well as they can with them.

Buying isn't just a huge, upfront financial burden – it's an inherently flawed way of acquiring technology. Here are 4 reasons why we think buying is broken:

Costs are prohibitively high

When it comes to buying devices themselves, businesses have a choice: either pay an extreme amount for a flexible standalone device, or get tied to a costly, unsuitable plan that doesn't really align with what it will be used for. Neither option looks great.

Due to the expensive nature of innovative devices, very few companies have the budget to constantly give their teams the most up-to-date technology available. Keeping up is a constant struggle, and one which will leave them severely out of pocket.



The procurement process is long and complex

There isn't an instant process. Procurement can take a long time, involving extensive research into devices that the company can afford to purchase outright, and making reasoned cases for their acquisition to the people that guard the budget.

And guess who the task falls to. That's right – it's your mobility team that's already pushed to the limit just keeping your existing device portfolios running.

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Depreciation kicks in quickly and sharply

We've all tried to justify the purchase of a new phone or other mobile device based on the fact that we'll "just sell the old one". It never quite works out that way though, does it?

Not only is selling your old devices a time-consuming challenge in itself, their value drops sharply, leaving you with very little residual value when you're done using them.



The price tag is just the beginning

A lot of additional costs are likely to occur during the lifecycle of your newly purchased devices. From preconfiguration, app loading, and software updating to warranties, repairs, and replacements, there's a lot to think about – and they all add up to a seriously worrying sum.

Companies need to start considering how much each device they deploy is really costing them over the course of its use. It's just not cost-effective. While buying creates the illusion of getting costs out of the way upfront, in reality that couldn't be further from the truth.



Enter Mobility-as-a-Service

Mobility-as-a-Service (MaaS) is a smarter, more cost-effective way to give everyone in your organization access to the most up-to-date devices available, combined with flexible service plans and dedicated support – all while reducing the effort and cost involved in tracking, managing, and maintaining them.

The concept is simple. Instead of a steep upfront cost, you pay a predictable monthly price per seat for everything you need. For a single cost you get devices delivered customized and ready to use, a data plan tailored to your requirements, dedicated, customized and personal support whenever you or your users need some help.

The new Mobility-as-a-Service model offers huge advantages for device procurement, support, and end-to-end mobility service

And when you look at the benefits, it's easy to see why so many companies are warming to it:

Predictable OpEx costs versus high upfront CapEx investment

With predictable payments instead of large upfront investments, budgets are easier to manage and you can eliminate many of the nasty surprises and spikes in costs associated with lost, damaged, and unrepairable devices.

A reliable ally for any and all service requirements

When something does go wrong, you're not alone. The monthly cost you pay includes dedicated, customized and personal support for everyone. Instead of searching around for replacements or specialist repairs, all you need to do is pick up

the phone, talk to your dedicated Sprint care team, and let them take care of the rest.

Periodic upgrades without the pain

MaaS from Sprint includes periodic upgrades, enabling you to go back to your team with solid information about when they'll receive new devices. It also cuts out the shopping around for new tech, and the irrecoverable losses encountered when retiring old devices and acquiring new ones.

Cost is extremely streamlined

We take care of everything. Your devices, your plans, and your service and support. There's only one vendor

to manage and one simple price per employee instead of multiple line item charges to review. Predictability, simplicity and more value for the dollars spent make Mobility-as-a-Service the best deal around.

Easily scalable as your needs increase

When you need to support more users, just get in touch with us. Upscaling doesn't need to be a technical challenge anymore. Just let your Sprint service team know what you need, and the new devices will be integrated into your existing plans, or deployed on new plans, the choice is up to you.

No need to constantly rethink your mobile strategy

One of the big tasks that goes on behind the scenes when managing mobility is ensuring scalability. Let's say your sales team hires 200 new reps. If you can't scale easily, supporting such a large surge in demand is going to be next to impossible.

With MaaS, that's not an issue. Adding support for more users is as simple as picking up the phone and talking to us, so ramping up to support business needs becomes a much easier decision than ever before.

Introducing Mobility-as-a-Service from Sprint

**Mobility is all about convenience.
So isn't it time it got a little more...
well...convenient?**

With Mobility-as-a-Service from Sprint, there's a way better way to get wireless; new devices, a flexible plan and personalized, dedicated support. For one price*, per seat, per month.

Because it's delivered as a service, you only pay for what you really need. No dealing with unexpected costs when they arise, Sprint takes care of, well, practically everything. Put simply, it's the simplest, most cost-effective way to get all the mobile tech and comprehensive support you need.

Mobility-as-a-Service is built on delivering three key things:

Choice of latest devices:

- Broad catalog of smartphones, rugged phones, tablets and mobile broadband hotspots
- Devices are owned and maintained by Sprint
- Extended Warranty Protection provided with every device
- Devices refreshed or upgraded every one or two years, depending on term selected

A flexible service plan:

- Unlimited talk and text for all users
- Global Roaming
- Choice of unlimited data or a large pooled data bucket
- Data usage reports
- Flexible term options, giving you greater choice

Dedicated, customized and personal support:

- Dedicated Care Account Team
- 24/7/365 technical support
- Device customization, consisting of preloading apps and basic configuration
- On-site direct-2-business implementation support for orders of 25+ devices
- VIP service for a set of named subscribers

When you sign up for Mobility-as-a-Service, you wave goodbye to so many of the challenges of managing an enterprise mobility strategy.

You have one provider to talk to when you need something. One number to call to reach someone who knows you and your account. And one simple price per employee to pay instead of multiple line item charges to decipher. It's as simple, intuitive, and smart as the devices it delivers.

Let's talk

If you and your team are losing hundreds of hours navigating the ever-changing mobility maze, it's time to explore a bold, new, more cost-effective way of giving everyone the devices, flexible plans and personalized support they need.

If you're ready to see what Mobility-as-a-Service could do for you and your organization, call us at 844-657-MaaS or visit sprint.com/maas to learn more.



Get in touch to learn more about Mobility-as-a-Service from Sprint Business