Executive Summary
Enterprises have found that mobile devices are great for business. Tablets and smartphones allow staff to access their work day or night from the office, home or road. They boost efficiency, enable flexible schedules, improve morale and put data, tools and communication within arm’s reach at all times.

There’s a price, however. IT departments, already stretched thin, now must contend with an array of devices, operating systems and cellular carriers as well as new security threats. Four million smartphones were lost or stolen last year, yet 34 percent of owners do nothing — don’t even set passwords — to protect their devices. Even if IT departments were to get a handle on the complex mobility landscape, the technology is so fluid that the picture is constantly changing. That means the IT staff has to devote time to learning about, procuring, deploying and supporting an array of devices.

Busy IT departments now have another option for addressing these challenges. CDW’s Managed Mobility Services, a monthly subscription package, provides a customizable web-based portal that can automate mobile device procurement, expense management and support, freeing IT departments to focus on more strategic initiatives. The role-based portal lets employees, managers and administrators purchase equipment, view and analyze expenses, and access help desk support, all within customizable parameters set by the enterprise.

With the efficiency gains and cost savings that these services can deliver, organizations can potentially recoup at least the price of the service. In fact, most enterprises find that they can shave 20 to 40 percent from their mobile expenses with CDW’s Managed Mobility Services.
Streamlining Mobile Procurement

Few organizations have a streamlined process or staff dedicated solely to purchasing mobile equipment. Often, if an employee needs a device, someone with a part-time procurement role has to drop other responsibilities to check the worker’s eligibility, review equipment options through several carrier portals, complete the paperwork to purchase the device, receive it, configure it, transfer data, then deliver it to the employee. This draw-out process has grown more complex as the number of devices and options offered have multiplied.

What if enterprises could automate that process so users could procure devices within preset limits? That question drove the creation of the Mobility Procurement Portal. Powered by CDW partner Calero, the portal enables workers to purchase their own mobile devices and accessories through a centralized dashboard that presents options from a number of cellular carriers. With role-based access, employees can view and order equipment, as well as plans that are preapproved for them. Or, managers can make department-wide purchases.

Administrators set device standards, choose bundles and establish policies up front so that their staff can walk through an automated, self-serve procurement process. Once a user has placed an order online, the system routes order approvals to as many as three managers for signatures before finalizing the order with a carrier.

If employees want to use their own money to purchase equipment or plans beyond those available for their business roles, the portal can accept personal payments or arrange for a set amount to be deducted from their paychecks to cover the personal portion of the expenses.

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Automating Mobile Expense Management

While the Procurement Portal saves time and streamlines purchasing, CDW’s optional Mobile Expense Management (MEM) solution slashes hard costs from cellular bills.

Located within the Procurement Portal, the MEM dashboard provides granular visibility into spending. Employees can see their charges and usage for the month, while managers can view trends across departments or the entire enterprise. They can consolidate data from all contracted cellular carriers, then create reports by hierarchy, department, cost center, group or other customizable criteria.

The MEM service gives managers access to powerful tools so they can effortlessly track, analyze and adjust costs month to month and over the long term. They can even pay a single aggregated bill; CDW will break out the costs and pay carriers from that total. An enterprise that uses the services of multiple carriers, but has a limited staff to manage mobile procurement, may find that the service pays for itself quickly.

Administrators can choose from dozens of reports and alerts presented through text, graphs and charts. The reports raise red flags, such as when users exceed preset thresholds for costs, texting or international data usage. Managers can then make adjustments on a day-to-day basis and use the data to better budget and forecast mobile usage in the future.
The MEM service can also help enterprises identify personal charges on organization accounts. Eighty-six percent of smartphone users say they use the same device for work and personal tasks, but instead of bring-your-own-device (BYOD) policies, many organizations have moved to corporate-owned, personally enabled (COPE) device policies that make it easier for them to manage, secure and support equipment. However, workstaff don’t always realize that their American Idol text message votes or Red Cross donations are being charged to the company. MEM reports, however, spot personal charges so that managers can address them enterprisewide or individually, before they get out of control.

While organizations track their own spending, CDW also can run monthly audits and quarterly reports to find unnecessary expenses. Dedicated account managers sit down with customers to tell them how they can cut costs. For instance, an account manager may advise switching to a lower-cost plan if monthly usage is much lower than preset allowances, or upgrading plans if businesses are hit with overage charges. Cellular carriers occasionally make such suggestions, but often only during contract negotiations. CDW, on the other hand, is constantly monitoring costs across all carriers. In fact, some organizations preauthorize CDW to make adjustments to their plans as problems arise.

The point of the MEM service is to save time and money, so CDW lets enterprise IT managers choose the options that will best achieve those goals.

**Enlisting a Mobile Help Desk**

When purchasing products or services, workers can access a chat box or toll-free telephone number through the Mobility Procurement Portal to speak with a service representative who can answer questions about upgrades, activation, adding features or other procurement issues. This service can save a tremendous amount of time for IT departments that employ only one or two staff members to manage cellular contracts. But often, employees need help with devices after they receive them.

For enterprises that want end-to-end support for their mobile products, CDW offers a Mobile Help Desk service that can be bundled with the Mobility Procurement Portal in addition to the Mobile Expense Management solution.

**94%**

The percentage of organizations that employ a telecom expense management solution

As with the other mobility services available from CDW, the Mobile Help Desk is fully customizable to suit an enterprise’s unique needs. IT managers can choose between help desk availability from 8 a.m.–8 p.m. or 7 a.m.–11 p.m. Eastern Standard Time. Or they may opt for 24/7 support.

The toll-free number that workers call for support can be linked to the organization’s existing support phone tree, and agents will answer the phone as representatives of the enterprise, so users won’t even know it’s a third-party help desk.

The Mobile Help Desk, which handles Tier 1 and Tier 2 issues, can support hardware, software and cellular carrier service lines. It can manage a database of mobile assets and help organizations select the right mobile device management (MDM) systems for them, then set up, configure and manage them.

Users can submit help desk tickets via instant message, email or phone. Representatives field questions ranging from setting up devices and replacing broken equipment to adding international service or making changes to the MDM platform.

The Mobile Help Desk can be especially cost-effective during major mobile rollouts. Studies have found that 12 percent of all help desk calls are tied to mobile devices. A solution that can save an internal help desk from having to handle calls from a large deployment group can free up members of the IT staff to focus on tasks that deliver higher value to the organization.

CDW: A Mobility Partner That Gets IT

The Managed Mobility Services solution was shaped from the experiences faced by countless organizations across the United States in a wide variety of industries, regions and sizes. CDW’s thousands of solution architects, engineers and account representatives hear regularly from more than 250,000 customers about their struggles, goals and needs. We have designed solutions such as the Managed Mobility Services package to address them.

With more than 30 years of experience working closely with enterprises of all stripes, the CDW team knows that no one-size-fits-all solution exists. So we designed the Managed Mobility Services to be customizable to fit the unique needs of nearly any enterprise. Organizations can choose which of the three available services they want in their bundles — the Mobile Procurement Portal, Mobile Expense Management or Mobile Help Desk — then tailor each service, selecting the types of reports they’d like, how they’d like them presented and the extent of CDW’s involvement in their overall mobility management plan.

Because CDW works with major technology vendors and cellular carriers, customers can count on an informed viewpoint from our experts about the best products and services to achieve their unique goals. The CDW team members spend their days learning about new trends in the rapidly changing mobile marketplace so that their customers will always be ahead of the curve.

### THE TOTAL MOBILITY PACKAGE

CDW’s Managed Mobility Services are part of our Total Mobility Management suite of solutions and services. Other services include:

**Wireless networking:** The influx of mobile devices and increase in Wi-Fi connections is leading a shift in focus from wired to wireless networks at many organizations. CDW’s solution architects and network engineers can help any organization enable enterprise-wide access to data and applications.

**Mobile security:** Every mobile device on an enterprise can be a potential entry point for unauthorized applications, malware and other security threats. CDW’s specialized security teams help neutralize these threats with comprehensive mobile security solutions.

**Configuration and device personalization services:** CDW’s configuration experts ensure that mobile devices arrive ready to use right out of the box, including customization and personalization services such as laser etching and asset tagging.

**Custom and off-the-shelf applications:** At the CDW App Marketplace, enterprises can find leading enterprise mobile app solutions and the developers who create them. CDW can connect organizations with proven mobile app partners who build, deploy and update top enterprise applications.

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