



BETTER MOBILITY:

HOW SAKON'S MOBILE DEVICE AS A SERVICE HELPS ENTERPRISES ACHIEVE SIMPLE, AFFORDABLE AND PREDICTABLE TCO

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INTRODUCTION

Corporate-liable mobility has changed. Carrier plans continue to grow more complex, upgrade cycles happen more often, devices come in more forms, and more enterprise personnel rely on smartphones and tablets than ever. All this adds burden to already overtaxed telecom/mobility/IT management experts, who must source from multiple providers and, at the same time, juggle ongoing administration, including end-of-life, responsibilities. And the larger the organization, the more complicated and time-consuming the tasks.

First, CIOs and heads of IT need to simplify and streamline enterprise mobility management processes so staff can focus on more strategic, revenue-generating initiatives, rather than stay buried in minutiae. For example, organizations with thousands of employees often are bombarded with change requests daily. Second, executives and line-of-business owners want better carrier rates and device financing. Historically, mobility has offered little on this front.

However, there is a resolution for these quandaries. Just as platforms, software and infrastructure all now come in “as a service” models, so too does enterprise mobility. While the pool of vendors offering mobile device as a service (MDaaS) remains small so far, there is one, Sakon, making a splash with its unique and holistic approach. This paper details the ways in which Sakon handles MDaaS, discusses the impact of that solution, and provides AOTMP Research’s insight.



IN A NUTSHELL: WHY MORE ENTERPRISES SHOULD EVALUATE MDaaS

With corporate-liable mobility, companies procure, pay for and manage employee devices. But that model is under pressure, and changing, as mobility has become the essential, central computing paradigm within the enterprise. Unlike 10 or even five years ago, it is hard to imagine an employee today who is not in some respect mobile, relying on a smartphone, tablet or laptop to be productive in and outside of the office.

All this activity and demand means mobility is growing in expense, complexity and unpredictability. Devices cost more than ever, even as the number of devices per employee increases. In addition, carrier plans have grown more complicated and many contain hidden costs.

At the same time, already overburdened telecom/mobility/IT management experts must source from and engage with multiple vendors for lifecycle services, including support, break/fix, recovery and disposal. And the larger the organization, the more intricate and time-consuming the tasks become. Adding BYOD to the mix only makes matters more challenging.

When an enterprise nears the breaking point, traditional mobile management is likely to fall short, if it hasn’t already. This is where MDaaS enters the picture and organizations inevitably will want to know what to look for in a vendor. Here are the key MDaaS capabilities and features AOTMP Research suggests pinpointing:

Flexibility: The vendor is able to customize which aspects of mobility management to outsource

Cost Optimization: The vendor conducts carrier plan negotiations and sources device financing that eliminates the carrier-device subsidy

Lifecycle Management: The vendor oversees all agreed-upon processes, from procurement and kitting/staging to recycling and end-of-life, etc.

One Bill: The vendor combines all mobility providers’ invoices into a single detailed bill that the customer pays

Unified Experience: The enterprise will be able to see every piece of its mobility activity in one management platform, even though it may not be handling device and service orders and the like

Predictable TCO: Monthly pricing encompasses all agreed-upon activities, allowing for precise budgeting and stabilizing line-item costs

Sakon’s MDaaS solution covers each of these areas, and more.



SAKON'S SOLUTION TO THE CORPORATE-LIABLE MOBILITY PROBLEM

Sakon has specialized in telecom, mobility and IT expense and lifecycle management since 2003. Its senior leaders have created a stable company that continues to fund its own growth, an unusual achievement within the telecom/mobility/technology management industry.

Today, Sakon manages billions of dollars in global communications spend for Fortune 500 and Global 1000 clients across verticals, including healthcare, IT, financial services, manufacturing and consumer goods and services. It also is worth noting that the Sakon platform powers a number of managed mobility services and solution providers throughout the world.

Indeed, Sakon is one of only a few lifecycle management vendors that can bring a strong global perspective to the table, a critical distinction for enterprises considering MDaaS to keep in mind.

HOW SAKON DOES MDaaS

Recalling the elements that AOTMP Research sees as key to an MDaaS solution, it is important to show how Sakon aligns with – and exceeds – those areas.

1. Flexibility

Sakon enables clients to customize how much and exactly which parts of the mobility management lifecycle to outsource, then delivers them through one platform. For example, an enterprise may continue to run its own help desk while outsourcing kitting responsibilities, MDM and break-fix support.

2. Cost Optimization

Once Sakon understands the customer's current environment, needs and goals, it optimizes costs, starting with carrier plan negotiations and device financing. Thanks to MDaaS, the enterprise no longer has to cut through the confusion around rate plans, discounts and device costs – Sakon takes care of that. This includes finding the right bank to finance mobility devices, which AOTMP Research considers a notable value-add. Sakon's relationships with global financial institutions gives the vendor the ability to offer MDaaS on the basis of a few hundred devices at a time or as a full enterprise deployment.

SAKON'S MDaaS SERVICES AT A GLANCE

> **The Sakon Platform:** Provides asset management, request management, carrier billing visibility, MDM inventory, MDaaS invoice visibility, reports and dashboards, and service orchestration to coordinate all support functions and track SLAs

> **Device and Accessory Procurement Services:** Acquires devices and accessories from manufacturers or distributors, finding devices at the lowest costs

> **24x7x365 Help Desk Support:** For administrators and end users

> **Broken and Lost Device Support:** Triage and service facilitation. Enterprises may add third-party insurance or on-site repair

> **End-of-Subscription Services:** One-stop collection and wiping of devices

> **Logistics Services:** Custom device staging and kitting

> **Spare Pool Management:** Overnight shipping of a replacement device and handling of warranty repairs

> **Insurance and Repair Services:** Add third-party hardware insurance for broken devices or integrated repair options

> **MDM Support:** Full day-to-day support of the enterprise's MDM tool, including configuration, server-side maintenance, policy management, and software package creation and distribution, as well as resolution of all user and server issues

> **Billing and Orchestration Services:** Advanced bill presentment services including allocation of all per-user charges

> **Carrier Invoice Management Services:** Manage the receipt, allocation and payment of invoices for all corporate-liable devices

> **Optimization Services:** Ongoing carrier optimization services, done on a monthly, quarterly, bi-annual or annual basis

Importantly, MDaaS done right eliminates the “carrier device subsidy” – the fee that can add as much as \$25 each month per line per device, subsidized under the carrier’s plan – that convolutes traditional corporate-liable environments. That’s because MDaaS is provisioned as a monthly subscription. Thus, Sakon negotiates purely on the plan and can contract with less expensive carriers such as MVNOs when that makes sense. This alone can save large enterprises millions of dollars a year on mobility.

Also, with Sakon’s MDaaS, the enterprise no longer is locked into two-year deals where it loses flexibility on upgrades and technology refreshes; nor does it continue to risk paying for devices even after they are paid off. Some enterprises report having paid more than \$2,000 for a \$599 smartphone because the carrier did not stop billing for the subsidy and no one caught the error.

3. Lifecycle Management

After carrier negotiations, Sakon oversees all pertinent processes, from procurement and kitting/staging to recycling and end-of-life, on the customer’s behalf, depending on the scope of work decided. Sakon works directly with all the suppliers involved; the enterprise only interacts with Sakon and its management platform. This level of ease alone makes MDaaS a worthwhile candidate for many enterprises.

4. One Bill

Imagine receiving bills from each vendor in the corporate-liable mobility lifecycle. This includes the procurement vendor, the one that staged and kitted devices, the MDM vendor, the break-fix vendor – the list goes on. Each month, the enterprise accounts payable department could be juggling seven or more mobility vendors. Sakon’s MDaaS solution solves that problem with one invoice. Sakon compiles all data from each corporate-liable mobility provider and sends a single bill to the enterprise.

Sakon houses line-by-line details in its platform for viewing by managers, line-of-business owners and other personnel responsible for the organization’s finances. This is especially important for ensuring regulatory and company compliance, and for conducting governance checks. Furthermore, Sakon can convert all costs to per-user fees, which helps managers know how their employees are using their devices and services. “We have a detailed cost allocation capability so if the customer wants to bring in one invoice with a single per-user fee to cover everything and provide an allocation out to their general ledger using various financial codes, we can handle that through our AP feed,” said Arthur

Papanastasiou, technology evangelist and product marketer for Sakon. “If a client has an elaborate need or code scheme, we can accommodate that as well.”


5. Unified Experience

Employees do not want to access different portals for BYOD, corporate-liable and MDaaS devices. Nor do administrators want to go to different portals to view, for instance, carrier, help desk, service level agreements and device management information. Administrators also need one system that shows where requests stand in their various processes – say, the status of an iPhone’s break-fix. Sakon’s answer is to provide one source of truth for all requirements.

First profiled by AOTMP Research in 2018, the Sakon platform provides full lifecycle services capabilities. Indeed, the mobility management best practices and expertise contained within the platform helped Sakon earn AOTMP’s Efficiency First® certification for mobility management (and telecom expense management).

Sakon has put heavy emphasis on its platform’s usability through orchestration, automation and data portability. Here’s a deeper look at what that means:

Orchestration: Sakon has made its mobile management capabilities easy for enterprises to consume. On the front end, end users may easily retrieve, view and interact with the information they need to do their jobs, while on the back end, the platform integrates with the enterprise’s unique resources, creating a total solution. Plus, Sakon can “turn on” specific vendor capabilities – say, DMI’s help desk or Honeywell Enterprise Mobility Services’ kitting and shipping services – through the platform so the enterprise client may see all associated activity.



If a client has an elaborate need or code scheme, we can accommodate that as well.

–Sakon’s Arthur Papanastasiou

Further, enterprise users must be able to see all financial, inventory, personnel and all other data tied to each device. And unless the enterprise already streams dozens of different sources into a business intelligence platform, chances are telecom/mobility/IT management experts do not have the information they really need to provide optimal management of the environment.

Sakon addresses these gaps by combining all relevant workflows into one system for the customer. This improves operations in areas including efficiencies, costs, identification of billing errors, tracking of data patterns and so on. Enterprises may see how many break-fixes and help desk calls were handled in a month, for instance. From there, they can go to one repository for all analytics. There is no need to solicit reports from different vendors. "Everything's ticketed and available so you can see where there's an issue," said Gregg Poulin, vice president of marketing for Sakon.

Automation: For MDaaS subscribers, Sakon's expertise in automation translates into faster processing times, ease of use and data visibility across services. This allows administrators to access real-time performance and account information in just a few clicks.

Data Portability: Enterprises may access the Sakon platform across legacy and SaaS enterprise computing platforms. This ensures anytime, anywhere access, regardless of computing environment.

Having a platform that orchestrates multiple service providers enables our customers the flexibility to choose the most appropriate providers based on their needs.

–Sakon's Amine Doukkali

Everything's ticketed and available so you can see where there's an issue.

–Sakon's Gregg Poulin

Sakon also adds regional knowledge to the mix. Employees in the European Union, for example, will need certain problems solved in different ways because of General Data Protection Regulation and other laws. Sakon has created automated, repeatable processes that apply across customers in regions throughout the world. "The way it all happens should be the same, as much as practical, to increase efficiency and effectiveness, with the least amount of hassle and burden on IT and the most savings to the organization," Papanastasiou said.

To reiterate, Sakon customizes its orchestration by client and only integrates data from trusted partners. "Having a platform that orchestrates multiple service providers enables our customers the flexibility to choose the most appropriate providers based on their needs, while managing their entire mobility program in one platform," said Amine Doukkali, co-founder and COO of Sakon.

6. Predictable TCO

Given the number of break-fixes, upgrade cycles, help desk requirements, and other corporate-labile mobility demands, most enterprises fight an uphill battle when it comes to trying to forecast expenses. Sakon sees the same problem. "Right now, we're not aware of any enterprise that can accurately predict its budget for mobility and hit it within 10 percent," Doukkali said.

Sakon's MDaaS provides all the necessary ingredients for stable total cost of ownership. Its monthly pricing includes support, staging and kitting, recycling, expense management and any other components an enterprise chooses. Again, this approach gives enterprises flexibility and peace of mind regarding their mobility outlay.

IMPLEMENTING SAKON MDaaS

Relying on Sakon for MDaaS comes with multiple advantages, from customized financing and an ecosystem of partners to end-user self-service and easy bill pay for the accounting department. This section offers guidance for bringing the impact of Sakon MDaaS to executives' attention, and what to expect during the deployment phase.

PRESENTING SAKON MDaaS TO EXECUTIVES

Telecom/mobility/IT management personnel will want all data in order when presenting the case for Sakon MDaaS to C-suite leaders. Compare information including mis-matched annual refresh rates and device upgrades against the predictable cycles provided by MDaaS. Understand and review the components Sakon's MDaaS can provide – including input about unused devices. Many enterprises struggle to keep track of devices when employees leave the company or change roles. Smartphones and tablets often end up in a drawer, and the enterprise still pays for monthly service. Sakon's MDaaS eliminates this problem. Lastly, discuss how Sakon's MDaaS should take the enterprise's mobility strategy to a new level. Cost savings, convenience, simplicity, flexibility, ease of use and predictability all should create meaningful benefits, and these help outweigh any reluctance to outsource.

DEPLOYING MDaaS THROUGH SAKON

Sakon makes implementation as simple and fast as possible. First, the vendor offers flexible terms – 18, 24, 36 months, and so on. Next, Sakon analyzes the mobility environment. It provides modeling to show the impact of MDaaS on devices, contracts, carrier savings, TCO and more. It also handles negotiations with carriers. This step usually takes one to two weeks.

Then, with the modeling results in hand, Sakon presents its findings and the subsequent options. Together, Sakon and the enterprise will craft a custom MDaaS approach.

Next, Sakon helps the enterprise work with creditors to nail down interest rates and other terms. Enterprises may solicit financing for the devices in their MDaaS programs on their own or use Sakon, which already has financial partners. AOTMP Research sees great value in letting Sakon handle all aspects of MDaaS, but organizations should review their options.

Finally, the enterprise decides on the level of engagement, including how many devices to enroll over how many months.

The full engagement, from data collection to implementation, tends to run between six and eight weeks – a more than reasonable timeframe for starting a new, organization-wide initiative, in AOTMP Research's opinion.





REAL-WORLD OUTCOMES: THE IMPACT OF SAKON'S MDaaS ON ENTERPRISE ENVIRONMENTS

Finally, the enterprise decides on the level of engagement, including how many devices to enroll over how many months.

Client: Global Food Retailer

Challenge: This enterprise sought to end cost and time overruns that were exceeding its annual mobile budget by seven figures, or 25 percent. It also needed to relieve IT staff from excessive time spent deploying iPhones and iPads, the preferred models of which were hard to find, to new and existing sales teams in the European Union. Further, the retailer faced a three-week implementation timeline, on a fixed budget.

Solution: The client chose the following MDaaS applications and services from Sakon:

SaaS Applications

- > MDaaS
- > MMS
- > Sourcing Management
- > Insights

Managed Services

- > Sourcing, Staging and Kitting, Device Deployment
- > Device and Services Inventory Build and

Management

- > Expense Management
- > Contracts Management
- > Plan and Pool Optimization Recommendations
- > Reporting and Compliance Insights

Result: By moving the customer from a carrier-subsidized device-ownership model to MDaaS and re-negotiating a lower rate with the carrier, Sakon delivered significant cost savings while putting the customer on the path to TCO predictability. On a more tactical level, because of its established global provider ecosystem and managed services team, Sakon sourced the customer's preferred iPhone and iPad devices, even though they were not available locally to the client.

Next, Sakon staged and kitted the devices with the requisite OS image and security configurations. Then, it shipped the devices to the enterprise, who received them in 10 days – well within the tight, three-week deadline. Along the way, the customer's IT department did not have to provide any support.

In addition, MDaaS gave the retailer predictable costs that stayed within budget. Finally, sales teams in the field experienced zero downtime or productivity losses throughout the MDaaS implementation.

Client: Global Beverage Maker

Challenge: This 30-facility manufacturer was struggling to source its preferred iPhone models while trying to work with an aging fleet of mobile devices. When the client came to Sakon, it needed to upgrade 3,000 smartphones in 10 months and cut expenses associated with break-fixes, field support, and mobility cost overruns. At the same time, the beverage maker required responsive support for break-fix service and needed to increase productivity among drivers and sales teams.

Solution: Sakon implemented a variety of solutions from its MDaaS portfolio, including:

SaaS Applications

- > MDaaS
- > MMS
- > Sourcing Management
- > Insights

Managed Services

- > Sourcing, Staging and Kitting, Device Deployment
- > Device and Services Inventory Build and

Management

- > Expense Management
- > Contracts Management
- > Plan and Pool Optimization Recommendations
- > Reporting and Compliance Insights

Result: Sakon's MDaaS produced a number of important outcomes. First, sales teams and delivery drivers now experience little to no downtime. That is due in part to the way Sakon supplies the devices – with pre-loaded delivery route and PoS software that helps manage in-store promotions. Next, Sakon provides the break-fix services that relieve the IT staff from administering the support and having to police the former break-fix provider. Sakon also moved the customer's devices to more sensible carrier service plans, which led to more savings, to the tune of six figures a month. In addition, Sakon's MDaaS controls upgrade cost overruns, provides predictable device TCO and integrates with the client's MDM system for visibility, device compliance enforcement and reduced security risks.

With these case studies in mind, take into account the savings Sakon customers have gained by ending reliance on carrier device subsidies. The examples in Table 1 highlight how Sakon's MDaaS approach creates significant, lasting improvements for its customers.

Table 1: Savings When Removing Carrier Device Subsidies

Industry	Users	Monthly Savings	24-Month Savings	Observations
Business Intelligence Software	200	\$4,000	\$96,000	Customer was paying additional plan costs that removed benefit of discounted equipment pricing. Equipment costs now are shared, \$100 by the enterprise and the rest by its employees.
Business Consulting	1,100	\$15,000	\$360,000	Customer was paying additional service plan costs for having subsidized equipment pricing, even though it thought it was only paying for service plans.
Home Pest Control	2,300	\$30,000	\$720,000	The invoice included devices out-of-contract since September 2017; the carrier did not implement lower service prices. Sakon fixed that and requested a one-time \$120,000 dispute.
Healthcare	2,700	\$60,000	\$1.44 million	The carrier contract charged higher rates for unlimited service plans with subsidized devices and lower rates for unsubsidized devices.
Food Retailer	100	\$2,000	\$48,000	Sakon moved users to unlimited plans to get the customer off the carrier's pricing for out-of-contract devices.



CONCLUSION

Today's enterprise is contending with the rising cost, complexity and unpredictability of mobility, and is under pressure to fix the problem now. At the same time, IT staff and administrators are trying to find ways to focus on strategic, revenue-generating projects. MDaaS provides a solution to both problems. It stands out as a significant development in mobility management service delivery while also allowing enterprises to offload time-intensive work.

To the latter point, enterprise telecom/mobility/IT management staff face a number of demands on their time and expertise, from rushing to address unexpected device repairs to upgrading smartphones and tablets on uneven cycles throughout the year, among myriad other challenges. MDaaS removes such burden and complexity, freeing the enterprise's internal experts to add more value while giving organizations something that has long eluded them – the power of a predictable total cost of ownership.

For an organization that may not be ready to make the full outsourcing leap, remember that MDaaS is not an all-or-nothing proposition. An enterprise can roll it out incrementally alongside current device-ownership models based on triggers, such as scheduled upgrades or a rise in break-fix costs. For example, if an enterprise is due to upgrade a few hundred or a few thousand devices in the next six months, then consider doing so with MDaaS. Measure the results and if they are favorable, apply more MDaaS services across the business.

It is imperative to understand that MDaaS is neither a new nor untested technology. It evolved from MMS and adds device financing, as discussed while also simplifying and improving the lifecycle management of mobility programs. Still, that does not mean all MDaaS vendors offer the same levels of services or solutions – it is important to vet the options. AOTMP Research can confidently and enthusiastically recommend Sakon and its MDaaS solution. The outcomes organizations will gain from outsourcing their corporate-labile mobility to Sakon will prove the value of the investment.

About Sakon

Sakon is a platform and services leader that has helped global enterprises organize, understand, and intelligently manage their communications and cloud services since 2003. With headquarters in Concord, Massachusetts and a Global Delivery Center in Pune, India, the Sakon team numbers 500 employees worldwide. Sakon serves over 200 enterprise customers, and its technology is used by the world's top systems integrators and outsourced services providers.

For more information, see [Sakon.com](https://www.sakon.com).

To learn more about Sakon's enterprise mobility solutions, spanning corporate liable, BYOD, MDaaS, hybrid mobility, stipend management and employee self-service, see the company's Managed Mobility Services page.



About the Author



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Kelly Teal authors many of AOTMP Research's reports, from Analyst Perspectives and Market Landscapes to vendor whitepapers, Anatomy of a Decision insights and more. Thanks to a background diverse in technology journalism, Kelly is able to write with versatility across AOTMP Research's practice areas. This has cultivated a skillset that allows her to speak to the range of issues enterprises and vendors face amid the ever-changing telecom, mobility and IT management climate.

About AOTMP® Research

AOTMP® Research supports enterprise and vendor telecom, mobility and technology management initiatives and objectives with actionable data and insight. To that end, AOTMP® Research focuses on the management of multiple practice areas, including IoT, cybersecurity, enterprise mobility, telecom expense, mobile application development, BI/data analytics, enterprise telecom/mobility/technology environments, telecom/mobility/technology ecosystem and IT services.

Enterprises take advantage of AOTMP® Research's targeted research, analysis and advisory services to boost telecom/mobility/technology management efficiency, performance and productivity. This brings greater value and impact to the overall business – including reducing costs. For vendors that impact the performance, productivity and efficiency of an enterprise's telecom, mobility or technology environment, following AOTMP® Research's proven approach leads to higher revenue, more market share, competitive differentiation and happier customers.

One key distinction about AOTMP® Research stems from our extensive reach and relationships with telecom, mobility and technology management business professionals. Thanks to a variety of sources and advanced statistical methods, we extract information from end users that helps enterprises measure themselves against their peers and gives vendors unprecedented views into their clients' and prospects' business pains and goals.

Overall, AOTMP Research sets the standard for telecom/mobility/technology management expertise, guiding enterprises and vendors alike to positive, measurable outcomes.

About AOTMP®

Telecom/Mobility/IT Management Best Practices and Industry Standards

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