

INCREASING PROFITABILITY DURING TOUGH ECONOMIC TIMES

All eyes are glued to the global economy right now. This obsession started in the U.S., but quickly seeped throughout markets worldwide as economic weaknesses escalated internationally. And now companies are looking for cost-cutting measures that enhance – not hinder – their business.

One of the biggest financial hits that companies take each month – and where they can cut costs significantly – is their mobile communications costs. Whether it's reducing the total amount of cellular minutes used, or addressing exorbitant overseas toll fees, companies want to lower the cost-per-mobile worker. The good news is that DiVitas Mobile Communications (Mobile UC) solution can achieve these economic goals, and is already doing so for several customers today.

The DiVitas Mobile Unified Communications (Mobile UC) solution is inexpensive to deploy and it is cost-effective. Most importantly, it offers multiple ways for companies to cut mobile communications costs:

- International calls are free when the call is WiFi-to-WiFi and both parties are on the same DiVitas server.
- International calls that are WiFi-to-cellular are significantly cheaper than a call made using the carriers cellular plan.
- Instant Messaging (IM) can replace expensive text messaging at no additional cost (provided there is a data plan).
- Mobile users can create their own WiFi hotspot in any hotel room and call free via WiFi while using your laptop simultaneously.
- WiFi calls placed or received on-campus are free.
- WiFi calls placed or received from home offices or other hotspots are free.
- Companies leverage their existing wireless LAN (WLAN) investment, which gives them more bang for the WiFi buck
- Workers are more productive, hence companies save money

Calling Over WiFi Decimates International Mobile Bills for TV Studio

Offered as a proof point to some of the cost-cutting measures offered by DiVitas, a television studio is saving tens of thousands of dollars each month in international calls.

The company has about 150 mobile workers – and they are constantly on the road. The executives frequently travel internationally and the television production teams of about 20 members are almost always outside of the U.S. Astronomical mobile phone bills have resulted from multiple employees needing to continuously place international calls.

For example, prior to using the DiVitas solution, a single executive from the television studio traveled to China for ten days. During that time he racked up a mobile phone bill of nearly \$2,000, an easy feat when considering the fees he was charged and his usage rate:

- The cost of calling the U.S. from China is \$2 per minute.
- The executive uses his phone about 90 minutes a day – amounting to \$180 per day in mobile costs.
- Total mobile phone bill for a ten-day trip: \$1800

Meanwhile, the globe-trotting television crew spends \$1,800-\$2,500 per person, per month, year-round.

Now that DiVitas is deployed, the executive alone is saving his company \$60 per day by spending 30 of his 90-minutes-per-day on WiFi vs. cellular. He simply conducts his international business calls from his hotel room prior to leaving for his business meetings.

Also, by using the DiVitas Mobile UC solution, the television studio's mobile employees can now do Instant Messaging (IM) for free in WiFi, and there is no additional charge for using IM in cellular because the fee is included in their monthly data plan. This is huge when you look at the cost per text they were spending.

- Text messaging costs 20-to-30 cents per message in Europe.
- Text messaging costs 20-to-30 cents per message in China.
- IM in WiFi is free.
- IM in cellular is included in the existing data plan, which is a prerequisite for email.

Another key cost-cutting feature that DiVitas provides: Create a WiFi hotspot in any hotel where the establishment offers in-room WiFi. This is easy to do. All that is needed is a portable Wireless Ethernet router and a live Ethernet cable. Simply plug the cable into the wireless router, and proceed to make free mobile calls over WiFi. For those meetings when it is necessary to be online and on the phone simultaneously – such as during a conference call with Web-based slides, DiVitas will share the WiFi with a Laptop.

Courts Cut Costs for Their Best Customer – Tax Payers

International calling fees are a line-item that any CFO would like to veto – or at least reduce significantly. But cellular calls made within the U.S. can be expensive as well. By using WiFi, DiVitas enables U.S. based organizations to lower their cellular usage and associated expenses.

As a proof point to more cost-cutting measures offered by DiVitas, one DiVitas customer, a U.S. Judicial District Court, deployed DiVitas and is saving the tax payer significant dollars by replacing cell minutes with WiFi minutes.

Similar to commercial businesses, the Court System has a major requirement to improve its mobile communication capabilities. From presiding judges to probation officers, employees of the court system move about constantly, whether they are in the field, changing between the four court-house locations or simply roaming among rooms within a single courthouse. This court system is growing very rapidly. At approximately 100 employees, it has doubled the size of its staff in five years and will continue this rate of growth through 2013. It needed to improve mobile communications, but it also needed to control costs.

After installing the DiVitas Mobile UC solution, the court realized a significant drop in its cell phone minute usage. It is now leveraging its WiFi network for placing and receiving calls, and sending text-based messages via IM. The WLAN was originally deployed to allow staff to be online with their laptops while roaming among rooms or buildings. Today the same WLAN also services all mobile calls made while the staff are on campus, resulting in a significant drop in cellular expenses. And DiVitas provides voice quality while in WiFi equal to toll quality.

- The court used to pay for limited cell phone plans for its entire mobile staff, and they would each regularly go over their allowance by almost 1,000 minutes per month.
- The court is now only paying for a 5,000-minute pool of minutes per eight phones, hence benefiting from a major savings on cell phone costs.
- Calls made within range any of the four court house WLANs are placed over free WiFi.
- Calls placed or received from home offices or other hotspots are made using free WiFi.
- Mobile staff uses Instant Messaging (IM) for free in WiFi and has eliminated previous charges for text messages.
- Mobile staff uses IM in cellular at no additional charge because the fee is included in their monthly data plan.
- The court is leveraging its existing wireless LAN (WLAN) and is getting more bang for its buck out of that investment.

The Court is also benefitting from DiVitas by removing the issue of human latency. Judges are able to juggle multiple calendars and stay in constant touch with individuals involved in each case as they progress, minute by minute. Probation officers can physically monitor their cases in the field while remaining in touch with their colleagues at the court house. This continual communication happens at a reduced cost – because it reduces cellular minutes used. All in all, mobile staff is more available and productive, at the lowest cost possible, and this productivity gain improves their bottom line – as it would for any company.

Summary

Smart organizations continuously look to do more with less – no matter the economic climate. It is not rocket science to come to the understanding that using fewer cellular minutes saves money by reducing cellular expenses. What is not as obvious is the dramatic improvement in efficiency that is gained by implementing DiVitas Mobile UC. Obtaining faster responses to questions, quickly solving business problems and gaining immediate consensus on key decisions increases the productivity of all team members. Taking the latency out of an individual's work day will enable them to get more done. Taking the latency out of a team of individuals will result in a productivity level for a group that is 50% larger than it is – without the expense of hiring new employees. The business argument for implementing Mobile UC is simply too compelling for an organization to ignore.

Headquarters

321 Castro St.
Mountain View, CA 94041
+1 (650) 625-1900/office
+1 (650) 625-1177/fax
www.divitas.com



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