

CIO

APPLICATIONS

ISSN 2644-240X
DEC - JAN - 2021
CIOAPPLICATIONS.COM

BOB CHVATAL,
SENIOR VICE PRESIDENT

**BUSINESS
INTELLIGENCE**
— EDITION

GoExceed

**OPTIMIZING DATA
EXPENSES WITH MOBIL(X)**



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OPTIMIZING DATA EXPENSES WITH MOBIL(X)


Companies worldwide have embraced the “remote working model” to solve their continuity conundrum. So much so that it could well be the new norm even in the post-pandemic world. This paradigm shift has increased the adoption of wireless technology for effectively managing and running daily business operations. Subsequently, the need for increased clarity and transparency around wireless services will become imperative. Many users lack visibility into their data plans and usage, as most often, the relevant data gets overshadowed by the unnecessary information provided by the carriers. Even with the help of talented individuals, enterprise administrators find it challenging to uncover the relevant data to make the right decisions for their organizations. They also need the know-how to interpret the information for negotiating profitable contracts with the carriers.

Resolving these issues with business intelligence is GoExceed, one of the leading managed service providers in the wireless industry. Their business intelligence software Mobil(X) helps clients retrieve better insights about their data consumption and make the right decisions for optimizing their rate plans. Customers can easily analyze their mobile plans, flag, and correct billing issues, monitor their data consumption, optimize their data pools, and ensure an efficient allocation of wireless devices using Mobil(X).

In conversation with CIO Applications, Bob Chvatal, the Senior Vice President of GoExceed, mentions how the company uses newer technology and algebraic formulas to interpret the data from multiple carriers and drive effective results for clients. “Our software has achieved the ability to decipher what’s relevant and what’s irrelevant data, in a timely manner. It helps clients make the necessary changes to ensure cost savings,” states Chvatal.

What are some of the pain points your clients face?

One of the biggest challenges that clients face is the unpredictability around data consumption. The fact that data usage is never constant among users, it becomes tough to capture and interpret all the information from multiple carriers, including Verizon, AT&T, T-Mobile, and several others. Even though the accessibility to information has improved significantly, most clients find it overwhelming to manage all the data. It is also observed that several people trying to manage their mobile cellular environment lack the required know-how while carriers cloak important information behind irrelevant data that hinder clients from achieving complete visibility. Moreover, carrier portals are extremely clumsy and outdated, making it even more challenging for users to identify important information. This further makes it difficult for them to manage their inventory of all the mobile devices. In



keeping track of all the information that might not be easily accessible, several resources are wasted in low-level mundane tasks. Our business intelligence software—Mobil(X)—complements our clients' teams by providing them visibility into essential data points to mitigate these concerns. It helps them make informed decisions that drive operational efficiency and enables the lowest cost point in managing enterprise mobility. The much-needed transparency that we provide to clients helps them make better decisions around negotiating contracts with carriers that prove profitable for them while assisting in assessing new smartphones, plans, and promos.

Please elaborate on the solutions that you deliver to your clients.

Mobil(X) is entirely based on Microsoft; leveraging power BI, Azure, and Neural for our Machine learning. With Mobil(X), we primarily focus on three aspects: Real-time data management, hardware asset management, and fast, cost-effective integration utilizing our TicketSync capability. What keeps us ahead of the curve is our dexterity in utilizing automation tools to interpret data and leverage clients' contracts in order to seamlessly integrate into their current infrastructure.

Machine Learning utilizes algorithms to manage mobility with mathematical algebraic formulas that leverage business intelligence to calculate and configure the most cost-effective ways to configure data pools for clients. Using APIs, we can pull data from multiple carriers in four-hour intervals to ensure we are processing the most current data. We employ our extensive database that displays the client's existing contract plans and rates. After analyzing these, we recommend adjustments to reduce their expenditure while automatically updating their plan(s) according to our suggestions. Our machine learning capabilities target 77 percent of a client's monthly domestic spend, allowing us to reduce their costs anywhere between 20 to 30 percent and lessen the full-time equivalent costs by preventing an employee from manually toggling through all the data plans and rates daily. Based on predetermined thresholds, Mobil(X) can also notify end-users via text messages about data usage in an effort to curb usage before the billing cycle ends in order to further reduce costs.

Asset Management is rarely considered a savings strategy when it comes to mobility management. Most clients deploy

subsidized wireless devices during a two-year contract term, not realizing there are some rate plan implications and extremely high early termination fees that increase their costs. GoExceed can house client-owned assets, which enables us to strategically test and redeploy those assets. By redeploying customer-owned assets, businesses can avoid signing new contracts simply for device replacement. Assets that are no longer in use can be recycled or "traded-in" utilizing GoExceed's Buyback Program. GoExceed's Buyback Program allows businesses to recoup some of its annual IT budget by selling unused, old, or broken devices in exchange for cash or service credits. All assets and statuses are tracked in Mobil(X), which can be integrated with the client's internal asset management tool.

Mobil(X)'s TicketSync application integrates with our

client's infrastructure, such as ServiceNow, Salesforce (Help Desk), etc., to easily deploy Incident Management and Service Catalog requests. After mapping the fields, all incidents and requests can easily route via API by assigning it to a predefined GoExceed user group. All comments, updates, and resolutions are then reported via API back to the original requests making it a single dashboard while reducing your team's time to handle all mobility by utilizing your current infrastructure.

The full suite of Mobil(X) will unify your entire mobile environment by intertwining communication, action, and technology. Ultimately, we will reduce overall spend, increase employee efficiency, and provide the highest level of service to your customers.

Our software has achieved the ability to decipher what's relevant and what's irrelevant data, in a timely manner. It helps clients make the necessary changes to ensure cost savings

What do the coming years look like for the organization?

We have experienced exponential growth as a company of around 300 percent YoY, owing to our capabilities to reduce costs, interpret data, and save clients a lot of their time. Our technology is a perfect solution that complements human capabilities and allows clients to take up more strategic and important tasks. As the world is geared up to step into the technology of the future, 5G connectivity, we envision continuing to leverage several newer automation tools and our entire customer database to determine the best rates for clients and help them manage their costs efficiently. We will also continue to offer savings to them in the first billing cycle itself and help them deploy our solutions with greater ease while optimizing their rate savings continuously. **CA**

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The annual listing of 10 companies that are at the forefront of providing business intelligence solutions and transforming businesses