EMPOWERING THE MOBILE ENTERPRISE WITH ALEPO DATA MONETIZATION

INTRODUCTION

Today, the enterprise sector is more mobile than ever. Ernst and Young estimates that there are 1.2 billion mobile workers worldwide.[1] This number will continue to rise as more digital-native Millennials enter the global workforce, ditching traditional workstations, white boards, and conference rooms for smartphones and mobile apps for chat, email, and other productivity tools.

The growing demand for enterprise mobility, unified communications, and always-connected work styles is driving up mobile data traffic rates in the enterprise sector. This presents an opportunity for mobile network operators to grow their revenues and market share with enterprise-specific mobile data plans and offers. To do so, operators must be able to cater to the specific mobile data needs and challenges that enterprise customers face on a daily basis.

Understanding Enterprise Customer Preferences

Enterprise customers are often considered to be more stable, higher value, and lower risk for mobile operators as compared to individual mobile subscribers. However, in order to capitalize on this market segment, mobile operators must take into account the unique data requirements and priorities of enterprise and SMB customers.

Today, 92% of executives use a smartphone for work.[2]

Unique Data Requirements of Enterprise Customers	How to Win Them Over
Not all employees are alike: While a field sales rep may need international data roaming services, an IT administrator in the home office does not. Enterprise customers must be able to allocate mobile data services according to their employees' roles and functions.	Empower enterprise customers to provision and manage mobile data allowances per employee or employee segment.

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Striking a balance between work and play: Gartner predicts that, by 2017, half of all enterprises will require employees to bring their own device (BYOD) to work.[3] However, most employees use the same device for work and for personal use, such as social networking on WhatsApp, Instagram, or playing mobile app games like Pokémon Go. Enterprises want to give their employees the freedom to use their personal devices for work, but at the same time, they want to avoid paying for their employees' personal data usage, especially during work hours.

Create combination data plans that work for the enterprise and the individual employee. For example, enable individual employees to purchase add-on data services for personal use outside of work hours or for non-work-related applications

Prioritize business-critical applications: Enterprise customers demand higher QOS and guaranteed bandwidth to stay connected with business-critical applications like video conferencing with important clients.

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Billing management: Enterprise customers want to keep an eye on their employees' data usage and to allow fair distribution of shared data. They also want to restrict the data usage of certain data-hungry employees.

Daily data spending limits and real-time usage alerts and notification can be designed to control data usage and prevent bill shock from overage charges.

ALEPO ENTERPRISE DATA MONETIZATION SOLUTION

Alepo offers a complete, carrier-grade data monetization solution that enables mobile network operators to seize on the emerging revenue opportunities in the enterprise data market. With it, mobile network operators can readily introduce or evolve their enterprise data business with market-ready use cases such as corporate fair usage policy, shared data allowance, device-based and time-based restrictions, and much more.

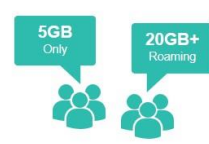Shared Data Allowances

Application Barring

Corporate Anti-Abuse

Hybrid Data Model

Split Bills

Categorise Employee

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SOLUTION FEATURES & HIGHLIGHTS

Shared Data Allowance

Alepo's Enterprise Data Monetization solution enables mobile operators to offer real-time shared data allowances across devices, employees, and hierarchies. A sophisticated and proactive policy and charging control solution allows real-time monitoring so that all group users can consume data services simultaneously without revenue leakage or overuse by a few employees.

Application Barring

With Alepo's solution, mobile operators can also support application barring. With this, enterprises can block distracting or non-productive applications such as Facebook and YouTube during work hours.

Segment Employees

Mobile data needs for any enterprise vary depending on the work requirements of employees. While a field sales rep may need international data roaming services, an IT administrator likely does not. With Alepo, operators can segment employees based on their work requirements and offer separate data plan for every segment, satisfying digital needs of different types of employees.

Support for Hybrid Data Models on BYOD Devices

Alepo's Enterprise Data Monetization Solution offers creation of hybrid plans for enterprise customers. Hybrid plans make sure enterprise customers only pay for work-related data usage and not for employees' personal data use outside of work hours. Instead, employees can purchase additional data passes for personal use. For example, Instagram, Facebook and other social media applications are disabled in the basic enterprise data plan. Employees can purchase the application-based data passes to use these applications. This ensures that enterprise customers only pay for work-related data usage while keeping employees happy as they get to use their favorite applications on the same mobile device.

Granular Charging and Billing

Enterprise billing can be complex, diverse, and often comes with mixed payment deadlines. Also, it can be cumbersome and impractical for an enterprise to pay separate bill for each employee. With Alepo's Enterprise Data Monetization Solution, mobile operators can consolidate data usage across organization and generate single invoice for entire organization.

Corporate Anti-Abuse Plans

Companies that provision data plans to employees require the ability to place restrictions on the employees' data plans to make sure that the data is not used for personal use or otherwise abused. With Alepo's solution, operators can enforce device-based restrictions and disable tethering to make sure that employees are using the data given by employers for official use. In addition, setting daily usage limits can prevent employees from over-consuming data services.

ALEPO ENTERPRISE DATA MONETIZATION USE CASES

CORPORATE FAIR USAGE PLAN

Mobile operators can fulfill huge data demand of enterprise customers and at the same time manage the network resources by putting a fair usage limits on enterprise data plans. Once the data usage exceeds fair use, the bandwidth speed is reduced.

Use Case Example:

- ACME Telecom enables Gold+ enterprise plan for Infotech employees. This plans contains 1024 GB of monthly shared data with bandwidth speed up to 4 Mbps. After this data limit is reached, bandwidth speeds are throttled to 512 kbps until the plan renews in the following month or an add-on data allowance is purchased.

PRIORITY APPS

Applications such as Skype for Business, WebEx, Outlook, etc. are essential for day-to-day business functions. Using Alepo's Enterprise Data Charging, operators can give higher priority to business-critical applications in terms of bandwidth speed.

Use Case Example:

- Infotech sales team is always on the move and uses ACME Telecom's high-speed mobile internet to stay connected to the head office. The sales team needs uninterrupted connectivity and higher QOS for business-critical applications such as Skype for Business and WebEx. ACME has prioritized these applications so that subscribers get a higher QOS and availability even during congestion

EMPLOYEE USAGE ALERTS

Putting fears of bill shock to rest, usage alerts and email notifications give enterprise customers confidence and control over their data experience. Notifications can be sent to individual employees or the employer or both depending on different triggers such as percentage of data used or data remaining in the shared balance.

Use Case Examples:

- Jim manages enterprise data for Infotech. He gets data usage alerts as soon as the shared data usage exceeds 85% of the maximum data limit.

- Joy uses Airconnect's Gold+ Enterprise plan. She receives data usage alerts when only 100 MB remains for her account. This gives her an opportunity to manage the data usage until the next billing cycle starts.

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DEVICE-BASED PLANS

Alepo's Enterprise Data charging solution allows enterprises to limit company-provided SIMs for use in company mobile devices only. This prevents employees from using the SIM card in another device and using the enterprise's high-speed data on other personal devices.

Use Case Example:

- Jim, CTO of Skylark, gave new smartphones to all remote employees. These phones are enabled with SIM cards with data speed up to 8 Mbps. He doesn't want employees to put these high-speed data SIM cards in their personal mobiles and use them for non-work-related use. With device-based plans, the device is registered with the SIM card so that the SIM cards will not work in any other devices other than the mobile phone provisioned to employees by Skylark.

TIME-BASED POLICIES

Alepo's Enterprise Data Charging solution allows operators to differentiate QOS based on working and non-working hours. To manage high data requirements during working hours, bandwidth speed (QOS) will be higher than during non-working hours.

Use Case Example:

- Vinita's Enterprise data plan gives 4 Mbps bandwidth speed during office hours and 1 Mbps during non-working hours. This way she gets to use data-hungry applications used for HD video conferencing during office hours, whereas 1 Mbps is sufficient for her personal data use after office hours.

DATA ROLLOVER

Boost customer satisfaction with the data rollover. It acts as a unique data promotion that allows subscribers to accrue unused data and continue to use it in the subsequent months, promoting customer loyalty and helping operators to achieve successive competitive advantage in the market.

Use Case Example:

- Infotech Ltd. has purchased Airconnect's data dongles for the sales team. These dongles are loaded with high-speed data. When the data plan renews each month, employees can rollover the unused data and continue to use it in the subsequent months. Infotech doesn't have to worry about wasting data and enjoys the full benefit of the monthly data allowance.

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LOCATION-BASED POLICIES

Depending on the subscriber's real-time location, operators can deliver different bandwidth speeds (QoS). This allows them to increase subscriber loyalty by providing promotional speed boosts or usage discounts at popular locations. They can also reduce the bandwidth speed at capacity-crunched locations to manage the network resources efficiently.

Use Case Examples:

- Ted is working for Infotech ltd. located at Central Business park. As a subscriber of Airconnect's enterprise data plan, he gets high priority on bandwidth usage as compared to other subscribers when he is at Central Business Park.

- We understand the importance of mobile business connectivity. Now Airconnect enterprise customers can enjoy free internet at all of the business lounges at the local airport.

- Planning a business trip to India? Enterprise customers enjoy a 50% discount on mobile data usage whenever you stay at JW Marriott

TURBO SPEED BOOST

With bandwidth on demand, operators can satisfy higher bandwidth requirements of "always-connected" enterprise customers. Bandwidth on demand can be delivered with the push of a button via mobile app and boost data speed for business critical applications. This way, employees can enjoy uninterrupted connectivity and fulfill their urgent digital needs.

Use Case Example:

- Jim has an important client meeting, and he can't afford disruption or poor communication due to low internet connectivity. He purchases a turbo boost data pass that gives him up to 12 Mbps of mobile data for two hours. He gives his presentation via HD video conferencing without any glitches.

SET USAGE LIMIT

Enterprise Customers can efficiently manage and control their shared data with the help of usage limits. With Alepo's Enterprise Data Charging Solution, mobile operators can set data usage limit for every member and give equal rights to all employees to have an access of shared data. Data limits can be set for a month or even for a day for more granular control. This prevents employees from being "data hogs" of a shared data allowance.

Use Case Example:

- Managing shared data is a challenge for a large enterprise. When John joined as a Head of Operations, he approached Airconnect to set up monthly data limits on all member accounts. Now, every employee gets 2 GB of data per month, ensuring that no employee over-consumes the shared data allowance.

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APPLICATION-SPECIFIC PASSES

Use of non-business-related applications can be restricted when enterprises offers corporate plans to their employees. Alepo's Enterprise Charging Solution gives freedom to employees to purchase application-specific data offers without seeking corporate approval. This benefits Enterprises and employees alike. Enterprises don't have to pay for these additional data passes while employees can use single handset and connection for both Office and personal use.

Use Case Example:

- Mark was unable to access Instagram on his corporate connection because his company policy does not allow data usage for social media applications. With the special Instagram Data Pass, Mark can freely posts selfies on Instagram using same handset and corporate connection.

BARRED APPS

Barred apps allow operators to create customized enterprise data plans that restrict access to specific applications as required by enterprise customers. Operators can block access to an application or group of applications.

Use Case Example:

- Infotech was looking for an enterprise data plan that restricts all social media applications such as Facebook, Instagram as a part of their company's data usage policy. Powered by Alepo's solution, Airconnect creates a new enterprise data plan barring all social media applications.

GLOBAL DATA ROAMING

Operators can differentiate enterprise data plans with roaming data passes. Different roaming rates can be charged for countries or group of countries. Roaming data passes are available for purchase using multiple ways such as USSD, Mobile app, self-care, and more. It creates a simple and convenient way for subscribers to purchase roaming data services on the go.

Use Case Examples:

- Ned is working as a sales lead in a multinational company. He spends half of his time traveling to different countries. To manage the high roaming data rates, his company has purchased a premium enterprise data plan for him. With this plan, he can use 10 GB of roaming data per month, which allows him to stay connected with his colleagues and clients at all times.

- John is traveling abroad for an industry conference for a week. He is worried about the high roaming data rates of his premium enterprise data plan. He purchases a roaming data pass with validity of 7 days for important business applications such as Skype for Business, WebEx, Outlook, etc. He enjoys 24x7 connectivity with his office team without worrying about high roaming data charges.

1. http://www.ey.com/GL/en/Industries/Telecommunications/Mobile-network-operators-in-the-enterprise-segment
2. http://www.worldoffshorebanks.com/mobile-cloud-computing-changing-behaviour-of-business-users.php
3. http://www.gartner.com/newsroom/id/2466615

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