Building Your Business Case

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Most MultiLine customers build a business case for the service based on one or more of these primary drivers of business value. The benefits of MultiLine to your organization will depend on multiple factors, including how you plan to deploy the service as well as your current mobility strategy and expenditures.

THE MULTILINE VALUE PROPOSITION

01

Cost Savings

Save by retiring expensive corporate mobile phones and shifting to an attractive, cost-efficient BYOD program.

02

Compliance

Ensure auditable compliance with regulations covering business communications on mobile devices.

03

Control

Protect valuable business relationships and information when employees leave or change roles.

04

Customer Engagement

Better serve customers by meeting their demands for fast, convenient mobile communications.

BEST PRACTICES FOR ENGAGING THE BUSINESS

Endorsement from senior business leaders and alignment with key functional areas pave the way for a successful MultiLine rollout.

Build the Business Case

Make sure you can explain the rationale for MultiLine clearly and persuasively. Build a narrative that includes multiple benefits—like cost savings, compliance, and customer experience—and quantify them when you can.

Educate and Ease Concerns

Introduce business leaders to the service in interactive online or in-person meetings. Demo the app and give executives the opportunity to ask questions. The most common objections are easily defused.

Secure Executive Buy-in

Win the support of senior executives to drive adoption down and across the organization. You want the backing of senior IT and business unit leaders, as well as the heads of HR, Compliance, and Legal.

Find Some Friendlies

Designate friendly users or embedded IT teams to help onboard their business unit or function. These internal allies can pilot the service, review training materials, and orchestrate onboarding activities.

QUANTIFYING SAVINGS WITH MULTILINE

Mobilizing employees can be expensive.

MultiLine can help you contain mobility costs by enabling or accelerating a shift to BYOD. If that's part of your business case, be sure consider these expenses when calculating your savings:

- Device purchase
- Device insurance
- Device provisioning
- Device replacement
- Service contract
- SIM contract
- Recording technology
- Maintenance and support

In addition, make sure you're familiar with the consumer plans offered by local mobile carriers. This will be important in conversations about the financial impact of BYOD on employees.

REAL-LIFE CUSTOMER SAVINGS WITH MULTILINE

A global bank expects to avoid more than $13 million in costs by using MultiLine to encourage BYOD adoption. The move eliminates the need to replace thousands of legacy corporate devices.

A global law firm saves $565 (£445) a year for every iPhone it avoids buying and maintaining for its employees.

NOW YOUR TURN: STRATEGY WORKSHEET

	Movius Return on Investment Modelling	Total
a.	Number of corporate mobile devices in your fleet	
b.	Number of devices that need to be replaced in the next 12 – 24 months	
	Device Costs	
c.	Cost to purchase device	$
d.	Cost to provision device	$
e.	Cost to insure device	$
f.	Overhead costs per device (support, repair, maintenance, etc.)	$
g.	Total costs per device (c + d + e + f)	$
	Cost Avoidance for Devices	
h.	Total costs per device (g) x number of devices that need to be replaced (b)	$
	Service Costs	
i.	Cost of mobile service per user per month	$
j.	Cost of mobile recording per user month (if needed)	$
k.	**Total service costs per user per month (i + j)**	$
l.	Cost of MultiLine service per user per month	$
m	Savings on service costs per user per month (k-l)	$
	Total Savings on Service Costs	
n.	Savings on service cost per user per month (m) x number of devices that need to be replaced (b)	$
p.	**Annual savings on service costs (12 x n)**	$
q	**Total First Year Savings (p + h)**	$

Click to download the Excel Worksheet

MOVIUS

ABOUT MOVIUS

Movius is the leading global provider in cloud-based secure mobile communications software, helping enterprises deliver better engagement for their clients. Enterprises around the world use the company's all-in-one mobility platform to connect with their customers in more convenient, cost-effective and compliant ways. The platform offers an easy way to extend and integrate voice, text, and messaging services into other systems, like CRM or collaboration tools.

Headquartered in Atlanta, Movius has additional locations in Silicon Valley, Calif., and Bangalore, India. Movius works with leading global partners like Sprint, BlackBerry, Telstra, and Telefónica.

For more information on Movius, visit https://www.moviuscorp.com/resources