

Optimisation Analysis

Optimisation Analysis is a proven method to reduce telecom expenditure through the adjustment of the plan configuration/service mapping, based on the customers actual usage profile.

Traditionally an organisation will have benchmarking/optimisation analysis performed prior to signing a new contract, and the plan configuration from the winning carrier will be implemented accordingly. This is normal process; however, it is often the case that the plan configuration implemented at the beginning of a contract will remain in place for the entire contract term. As fleet sizes change, user behaviours change, internal policies and technology change, it is important to optimise the plans and products from time to time to ensure the current usage profile/technology profile is suitable for the organisation requirements.

Carriers do not like the practice of service optimisation within the contract term as it disrupts their stable carrier revenues. Carriers much prefer the customer who will 'set and forget' the plan configuration for the entire contract term. It is simply not in the carrier interest to promote service optimisation. As a best practise, Smartbill will suggest plan optimisation be routinely performed at least twice a year to ensure an optimised spend, as wastage will only benefit the carrier.

Optimisation is not always about moving plans downward to save on rental costs. The optimisation analysis result will recommend plans go up, down and some will remain as they are. The important point of this exercise is that the plans will be optimised based on the actual usage profile, meaning expenditure will be minimised, data consumption continues to be managed efficiently, and cost certainty is maintained. In summary, the optimisation analysis will identify all the 'under committed' and 'over committed' plans in the telecom environment and optimise to the right sized plan.

Smartbill optimisation is not just about the plan configuration. The Smartbill optimisation process can also suggest recommendations where better technology may be introduced to achieve savings or efficiencies. For example, an online SMS product is charging 20 cents per message, where a newer solution is closer to 4 or 5 cents based on SMS volume. There can be many opportunities like this within carrier billing.

The sooner optimisation is performed the better, as savings are effectively foregone as each month passes.

Smartbill has built up a register of more than 50 optimisation areas that are systematically cross checked against the agencies billing data for optimisation/savings opportunities.

Smartbill provides an end-to-end optimisation service where Smartbill can efficiently implement the optimisation changes on the agency behalf, or the agency can work within their own carrier channels.

- **5 working days to complete Optimisation Analysis (after all customer inputs received)**

Advantage to Government:

- Government spend is optimised without any impact on services
- Smartbill can be held accountable to any proposed optimisation savings
- Optimisation will also cover technology, as well as the normal plans and usage.
- Government have another tool to maintain and manage cost certainty