



Iconic Management Solutions

Oil & Gas White Paper

Overview

A leading provider of industrial cleaning solutions to the oil and gas markets with 5,550 employees and 90 locations throughout the U.S. was struggling with their mobility initiatives.

Challenges

The company struggled with identifying and terminating unused devices and managing rate plans. Their IT staff also spent a large portion of their time each month processing equipment orders for users and then submitting them to branch managers and their VPs for approval before placing them with the carriers at a rate of 200% a year. Accounts payable was cutting 100 separate checks to the carrier each month at an internal cost of \$33.50 per check. There was no policy around approved devices usage and no effective way to track or verify devices in service.



How We Helped

Iconic Management helped write a strict “No Use” policy to minimize the amount of time devices remained active that were not in use and minimize the monthly recurring cost of keeping unused lines active.

With the new policy, devices that were not used in 90 consecutive days were automatically suspended without billing for 30 days, and canceled in 30 more days if still not needed. If no one had reported that they needed it, the line was canceled using an ETF (Early Termination Fee) waiver if the ETF amount exceeded \$100, or canceled paying the ETF amount if the ETF amount was less than \$100.

Iconic Management started managing the rate plan analysis and submitted optimized rate plan changes each month for each of the company’s three carriers, reducing the client’s internal IT resource costs and significantly reducing the monthly recurring costs of the company’s wireless bills.

Iconic Management also worked with the client’s IT team to create an end user profile for a self-service device portal so that their employees could go online and order their own devices based on company policies. Each request would be routed to the appropriate branch manager electronically and then if approved would be routed to the required VP for final approval. Approved orders were then placed with the carriers by the Iconic Management support team, saving countless client manpower hours.



By outsourcing the entire device procurement process and help desk support for end users to Iconic Management , the company has also saved over \$450,000 in FTE costs. Over the 16 months that Iconic Management has managed the company's environment the company has saved over \$1.1M in combined hard and soft dollar savings.

Projected Full Time Employee Savings



The Results

After implementing the “No Use” policy, the company reduced the number of active lines they had by 24% within 3 months and 32% after a year.

As a result of Iconic Management monthly rate plan optimization and reducing the amount of active lines maintained on the accounts, the company was able to realize over \$650,000 in hard dollar savings over the first 16 months.





Interested in learning more about how your organization in the Oil & Gas sector can realize true savings on its mobile initiatives? A quick call or email is all it takes to get started:

**INTERESTED IN MOBILITY
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