Making the case for Mobility-as-a-Service

Get moving, and get ahead
Lead your mobility revolution. The smart way.

The advantages of working anytime, anywhere are clear. More gets done. Decisions get made faster. Your people have more freedom, flexibility, and hopefully fun.

But until recently, deciding to support a mobile workforce has meant shouldering a pretty hefty burden. Even if you chose to dodge the weighty issues of securing and managing a BYOD initiative, and instead to run with a fully Corporate Liable model:

- **The CAPEX costs were hard to swallow.** Each smartphone, tablet, or mobile broadband hotspot was another big, unpredictable bite out of your IT budget.
- **The data plans were notoriously inflexible.** And unless you were careful, you could accumulate a horde of them making effective monitoring and management pretty much impossible.
- **Your IT talent could get quietly squandered.** Instead of cunningly driving your business forward, your brilliant IT people had to spend a whole lot of time and effort customizing and configuring devices.
- **True “work anytime, anywhere” needs any time tech support.** And that was the kind of support few companies could even begin to consider providing in-house.

Now, however, there’s a way to free your people from their desks, and unleash their potential.

Mobility-as-a-Service.

Mobility-as-a-Service, or ‘MaaS’, lifts the burden of delivering mobility from your business, while leaving you all of the benefits. With MaaS, we buy and maintain the devices, we customize and deploy them, and we support them. All for one monthly, predictable price, per employee.

Sounds good, right? Well, that’s just the start of it. In this guide, we’ll dive into MaaS in depth, explaining:

- Why MaaS makes maassive financial sense
- How MaaS makes mobility easier
- How to get everyone clamoring for MaaS
- Your first steps with MaaS

First of all, let’s look at the money side of things...
Why Mobility-as-a-Service makes massive financial sense

Freeing your people to work anytime, anywhere is priceless. But only in the figurative sense. Your workforce mobility initiative could come with some very real costs — from buying, managing and securing devices and hotspots, to supporting new users.

With Sprint Mobility-as-a-Service, all these costs are a lot more predictable, easier to budget for, and — in some cases — simply non-existent. Take, for example, the CAPEX cost of buying the mobile technology itself...

Cutting CAPEX out of the picture

Until now, getting your corporate liable mobility initiative started has meant taking a big financial hit upfront, as you kit your people out with the new devices.

It’s also meant swallowing large, unpredictable CAPEX costs further down the line — to replace those devices when they grow old or break, and to expand your device pool as new people come onboard.

With the MaaS approach, these awkward CAPEX costs become neater, friendlier OPEX costs. Put simply, we take the upfront hit, and you take the tech and wireless you need — for a predictable price, per seat, per month.

That means you can:

• Embrace mobility today, or at least, when it makes the most sense for your business

• Get new devices whenever you need them, rather than having to wait until the CAPEX budget is approved

• Accurately predict your monthly costs, for easier planning and budgeting

• Free up your finances, and plow them into other, equally valuable things

The true cost of old-style mobility

When you do corporate-liable mobility the old, DIY way, it’s not just CAPEX costs you’ve got to contend with. There’s the time and money costs of:

• Device set-up, configuration and management

• Device maintenance, replacement and disposal

• User support, which to get the most from mobility, should really be available absolutely anytime

• Voice, text and data plans, and any additional charges for international roaming and overage

And then there are the ‘optional’ extra costs. The ones that, if you want to keep your business productive and secure, aren’t so optional at all — think an extended warranty.
Do the Mobility-as-a-Service math

Here’s an example. Say you equip your HR VP with an iPhone 8, with unlimited talk, text and data. It’ll probably cost you around $75 a month. But that’s far from the end of the story. You’ll almost certainly be paying for some of these.

<table>
<thead>
<tr>
<th>Pretty invaluable thing</th>
<th>Estimated cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extended warranty</td>
<td>$5</td>
</tr>
<tr>
<td>Anytime tech support and dedicated care</td>
<td>$5 – 10</td>
</tr>
<tr>
<td>Device customization</td>
<td>$5</td>
</tr>
<tr>
<td>On-site implementation</td>
<td>$2</td>
</tr>
</tbody>
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**Cutting those costs out of the picture, too**

See everything in the table above? With MaaS, you get all of these things, included in your predictable monthly price. In the example given, equipping your HR head honcho with an iPhone 8 and unlimited talk, text and data — that’s a flat $60.

You’re also getting:

- Your choice from a broad catalog of the latest devices
- Predictable, flexible service plans with no hidden costs

To find out how much MaaS could save your business, just give us a call 1-844-657-MaaS

**Mo. charges excl. taxes & Sprint Surcharges**

[incl. USF charge of up to 18.8% (varies quarterly), up to $2.50 Admin. & 40¢ Reg. / line / mo.) & fees by area (approx. 5 – 20%)]. Surcharges are not taxes. See sprint.com/taxesandfees.

Activ. Fee: Up to $30 / line. Credit approval req. Mobility-as-a-Service Cancellation Fees: Requires minimum svc term and cancellation fees vary by device / term as specified in Supplemental Schedule of Mobility-as-a-Service Devices. Cancellation fees not eligible for ETF waivers that may be identified in agreements. Mobility-as-a-Service Non-Return Fee: Charge per device will be applied as specified in Supplemental Schedule of Mobility-as-a-Service Devices if customer fails to return Mobility-as-a-Service device within 30 days of a Mobility-as-a-Service device replacement or Mobility-as-a-Service termination. Mobility-as-a-Service Details. Only available to corporate-liable business subscribers. Mobility-as-a-Service Unlimited: Phones include unlimited domestic Long Distance calling and texting. Phones / tablets include unlimited data & 10GB of high-speed Mobile Hotspot, VPN & P2P. Third-party content / downloads are add’l charge. Int’l calling svc are not included. Unlimited features while on the Sprint network, International Texting: Includes texting from U.S., U.S. Virgin Islands, Puerto Rico, and Canada. Excludes audio, picture and video messages. For list of countries visit sprint.com/international. Quality of Svc. (QoS): Customers who use more than 23GB of data during a billing cycle will be deprioritized during times & places where the Sprint network is constrained.

See sprint.com/networkmanagement for details. Usage Limitations: To improve data experience for the majority of users, throughput may be limited, varied or reduced on the network. Sprint may terminate svc. if off-network roaming usage in a mo. exceeds: (1) 800 min. or a majority of min., or (2) 100MB or a majority of KB. Prohibited network use rules apply — see sprint.com/termsandconditions. International Roaming Add-On: Limited time offer. Requires international capable phone and eligible domestic service plan on the account with primary usage in the U.S. See your Sprint representative for details. Other Terms: Certain prior promotional discounts may not apply when switching to plan. Offers and coverage not available everywhere or for all devices / networks. No other discounts apply. Restrictions apply. See your Sprint representative or sprint.com for details. © 2017 Sprint.
How Mobility-as-a-Service makes mobility easier

Choosing to support mobile workers can bring new productivity and responsiveness to your business. But it’s traditionally brought some new challenges, too. We’ve designed our MaaS solution to take as many of these challenges as possible out of your hands — both the obvious ones, and the sneaky, unexpected ones. Here are just five.

**Challenge 1**
Your people want to work the odd weekend, maybe while chainsnacking in their kitchens. How do you provide technical support out of the office, and out of office hours?

**The MaaS solution**
We think truly anytime, anywhere working needs truly anytime, anywhere support. With MaaS, your users get 24 / 7 / 365 support as part of the deal — so if anything’s going to put a halt to their overtime, it’s the temptation to make another sandwich.

**Challenge 2**
With a traditional mobility initiative, there’s a point where you wake up to find your business suddenly owns a lot of new technology. Technology you need to be able to maintain — and dispose of, when the time comes.

**The MaaS solution**
When you choose MaaS, your devices — smartphones, tablets, hotspots — are still owned, and maintained by Sprint, with an extended warranty as standard. (Making sure your people never have to struggle heroically to, work around the crack on their smartphone’s screen.)

**Challenge 3**
When it comes to mobility, one size really doesn’t fit all. Field services teams need push-to-talk apps on rugged phones. Sales teams need presentation apps on their tablets. Everyone needs different levels of access to sensitive data.

**The MaaS solution**
We do all that legwork for you. We come out to your site, and set-up and customize your devices to meet your people’s needs. This means your IT team can get on with more important things, and your users can get to work faster.

**The result?**
You end up spending hours setting up and customizing devices to meet your business’s needs.
How Mobility-as-a-Service makes mobility easier

**Challenge 4**
Mobility strategies are easy to outgrow. Just when you think you’ve got everything sorted and everyone’s needs met, a whole new flock of employees turn up with a whole new range of unique demands to juggle.

**The MaaS solution**
A change in circumstances shouldn’t have to mean a change in strategy. MaaS from Sprint has been designed for maximum scalability, so when you need a new device — whatever it may be — all you need to do is talk to us and we’ll get it added for you, with no disruption to your service.

**Challenge 5**
Every time your people need to travel outside the country, you’re hit with unpredictable data roaming charges.

**The MaaS solution**
With Mobility-as-a-Service, they can also take advantage of Sprint Open World and Sprint Global Roaming,* and gain no-cost data roaming, as well as unlimited text messages, and super-cheap voice calls.

Simpler for your sales people, and simpler for your business.

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*For as long as Sprint Open World and Sprint Global Roaming are available. Talk with your Sprint representative for current details about these offers.

To gain mobility’s benefits, businesses have traditionally had to accept a lot of extra costs, burdens and headaches along the way. Not anymore. MaaS minimizes mobility’s hassle, while keeping the benefits just as beneficial.

We’d love to talk through your own mobility challenges, and where MaaS can make them vanish — just call 1-844-657-MaaS
How everyone benefits from Mobility-as-a-Service

MaaS has something to offer everyone in your organization.

**How MaaS benefits your finance team**

Mobility initiatives can involve big, one-off outlays, unpredictable costs, and screens full of complicated bills. If your finance department is anything like ours, these are not a few of its favorite things.

Mobility-as-a-Service, however, is a whole different proposition from Finance’s point of view.

- It’s an operating expense, there’s no CAPEX cost at all
- It’s a predictable expense, per seat, per month, making planning and budgeting easier
- It’s a simple-to-process expense, with clear, straightforward billing
- It’s an expense that Finance could feel the benefits of too, allowing your team to crunch their numbers on their tablets, on the fly

**How MaaS benefits your IT team**

IT teams understand the benefits of mobile working better than anyone. But they also understand the challenges. Only too well.

The hours that can be spent setting up and customizing devices, the additional support calls to be fielded — the impact on more rewarding projects.

But this is a very different way to do mobility.

- IT doesn’t have to setup and customize the devices, Sprint does that
- IT doesn’t have to maintain and support the devices, we do that too
How MaaS benefits a CIO

CIOs, very understandably, can be wary of outsourcing mobile device customization and support. If you happen to be a CIO yourself, you’ll appreciate just how important it is that your business stays in control of its devices, and has visibility into recurring faults or issues.

Here’s the thing. MaaS isn’t about sacrificing control — it’s about outsourcing the heavy lifting. You still get to dictate your setup, customization and security needs down to an individual user level. But you don’t have to tie up your internal resources doing the actual customization and support work.

MaaS also offers:

- An “all-in”, low cost solution to the challenges of device tracking, management and maintenance
- A predictable monthly expense, and flexible data plans
- An effective short cut to enterprise mobility
- A neat way to meet user demands for mobile working, without the complexities of BYOD, or the drawbacks of traditional CL models

How MaaS benefits everyone else in your business

Your organization is full of potential mobile workers. While only a few of them hold the purse strings, having the weight of popular opinion on your side is never a bad thing.

The great thing about MaaS is that everybody wins. Think about it. They get:

- A broad choice of the latest devices
- Absolutely anytime support
- Personalized, service with a dedicated care team

Start feeling the benefits

Ready to discuss what Mobility-as-a-Service could do for you? Talk to us on 1-844-657-MaaS

Sprint Business Making the case for Mobility-as-a-Service
Your first steps with Mobility-as-a-Service

Getting started with Mobility-as-a-Service is a walk in the park. (The kind where you could be sitting on a bench beside a pond and editing a shared spreadsheet on your new work tablet.)

To get going, all you need to do is review your mobility needs, and decide how to best implement a MaaS solution to drive more productivity in your company.

Here’s your really short to-do list:

☐ Pick out your VIP users

For every fifty MaaS subscribers, you get to designate one VIP, who’ll get special, personalized implementation and support services. Decide who should get the privilege.

☐ Review your device and device customization needs

To get the most from mobility, your business’ various teams will need different devices, apps and levels of access. Speak to your line-of-business managers and discover their:

• **Mobile tech requirements**
  From the type of device, to its essential features

• **Application requirements**
  Sales may need update your CRM system every day, Finance might not need the CRM view and find it to be just another icon cluttering their screen, but they’re clamoring for a budget app

• **Access privilege levels**
  Who needs access to your more sensitive data?

Did we mention we’ll help?

Unless you’re really keen to, you won’t have to take these first steps alone — we’ll work with you to identify the best path forward for your business.

Get in touch on 1-844-657-MaaS, and we’ll talk it through.
Let’s talk

We know we’re biased, but we think it’s a seriously great idea. And we hope that, by now, your business does too. We’re sure you’ve still got a bunch of questions.

Find out what Mobility-as-a-Service can do for you. Contact your local Sprint representative today to learn more. Call 1-844-657-MaaS or see more details on sprint.com/maas