

Expense accounts are no longer an accounting loophole for your cellular telephone charges!

Expense accounts constitute to date the most widespread method of recording cellular phone-related charges. This practice, though not bad per se, stands in the way of an efficient cost management and reduction system. How many businesses can muster in-house the resources required to check whether calls are legitimate, ensure that there are no billing errors and optimize plans or services offered by telecom operators? To successfully tackle the problem of reducing telecom expenses, business must adopt a proactive and more aggressive strategy.

Post them on your expense account!

Since the advent of digital technologies, specifically the introduction of cellular phones into corporate circles, related expenses have almost always been posted to expense accounts and, despite the fact that these expenses continue to rise with no end in sight, very few companies have actually made it a priority to hold the line. In fact, access to wireless data transmission has introduced a new variable, which, if left uncontrolled, will increase overall costs more rapidly.

Consistent with corporate structure, many companies will delegate the task of auditing to employees who have neither the expertise nor the tools required to verify and validate telecom related expenses. As billing errors are quite common, users find themselves in a situation where they are ultimately responsible for seeking redress. Ac-

ording to the Aberdeen Group, it is precisely this lack of expertise as well as the appropriate tools and methodologies which account for the fact that the return on investment from corporate initiatives are below the ROI generated through the implementation of a specialized telecommunications management solution.

Businesses bent on tackling this mounting problem must first of all recognize the facts about the expenses incurred in support of employees using wireless devices. To this end, they can retain the services of qualified management consultants to help identify potential sources of savings as well as recommend a stream of actions to reduce costs and better monitor users.

In addition to generating discussion, this consulting exercise will also enable companies to clearly define the measuring elements that could lead to a policy on the acceptable uses of wireless devices. For many

companies, the trigger is often a quantitative assessment of abusive practices. In fact, it is not unusual to find within some organizations users who abuse directory assistance or call questionable on-line services unrelated to their work. Businesses must therefore be ready to change their control procedures and auditing methods if they are to fully achieve the potential cost-savings.

A business practice that wins unanimous support

The underlying approach is quite simple. Instead of unleashing an army of albeit unqualified users to negotiate with telecom operators, companies can centralize both the information management and negotiation function. This centralized model places them in stronger position to better manage their telecom services as well as negotiate with service providers. Under this scenario, information is truly synonymous with power, and all that is required is simply better information management.

Having access to the electronic billing information, which Canadian telecom operators already provide, is sufficient to reach this goal. In fact, it is easy to analyze this information once it is consolidated on a mobile communications management platform such as MaestriaWeb. This business approach allows companies to continuously reduce costs relating to telecom services while forging essential tools for good business management.

What is maestriaweb?

Telecom operators flood clients with billing information about cellular phones, pagers or calling cards, which they find practically impossible to manually manage and thoroughly analyze. As such, businesses miss out on cost-savings opportunities by adopting better management practices or using the various options offered by telecom operators, like time-sharing, mobile-to-mobile calls, frequent calls to a designated number. The scope of this task, which to some seems Herculean, has discouraged many companies from seriously tackling the staggering increase in telecom-related expenses.

Then came MaestriaWeb. Every month, once all billing information is downloaded to our management platform, we provide the key reports that will enable clients to determine where expenses are incurred, understand the dynamics of air-time usage and identify abuses as defined by existing user policies.

A well thought-out and efficient solution

By contracting out the management of their telecom services, businesses can optimize use, reduce costs as well as maximize benefits including the following:

- Immediate savings in telecom expenses
- The elimination of administrative problems relating to the management of user service plans and options
- Access to standard-industry expertise
- Single-window office for better integrated management services

In view of the new wireless technologies coming on stream, such as high-speed connection, text messaging, multimedia network data transmission (photos, MP3 files, icons, sound devices), companies must establish for employees who uses wireless devices guidelines and check points consistent with business needs. Independent telecom management service providers enable such essential check points by allowing companies to regain control of telecommunications expenses that have ballooned over the years. This intelligent solution becomes all the more attractive when companies realize the tremendous savings they can achieve while eliminating the need to validate, authorize and process billing items against internal expense accounts.

In a nutshell, with an independent telecom management service provider on side, the question is no longer how much telecom expenses will amount to this year, but rather how much can you save on your operating budgets.

About mobilemaestria

Mobile Maestria is the ideal partner for businesses seeking to considerably reduce their wireless telecommunications expenses as well as streamline the management of their wireless fleet including cellular phones, pagers, personal organizers, laptop computers with wireless network adapters and calling cards. MaestriaWeb, an innovative solution designed by Mobile Maestria, provides clients with a set of powerful, seamless tools to manage wireless telecommunications services from both ends: use and billing. For more information on Mobile Maestria, visit our web site at www.mobilemaestria.com.