

MobileQ

Case Study

Introduction

Tangoe, Inc. adopts FutureDial's MobileQ mobile device configuration software reducing costs and operating expenses while increasing value added services leading to higher levels of customer satisfaction.

"FutureDial's configuration software transformed our forward logistics operations through automation that shortened our customer-shipment turnaround time by 80%," states Ron Coleman, Tangoe's Sr. Program Manager for Device Lifecycle Management. "MobileQ has enabled our company to upwardly scale forward-side production with virtually no increase in labor or floor space." —Tangoe, Inc.

Benefits Summary

- Simple to use profile manager enables customized creation of configuration load sets for rapid installation of devices
- Simultaneous device processing coupled with hot-swapping delivers accelerated, perpetually running systems for batch device configuration
- Plug-and-play system operation delivers an automated solution with a minimal operator learning curve leading to faster productivity

Value-Added Device Management Customer

Manual device configuration is complex, cumbersome, and costly!

Traditionally, most value-added device management firms offer a device customization service as a part of their offering. When a company such as this lands a new customer, their reps spend much time opening boxes, loading applications, typing in Web URLs, email account settings, corporate documents, and more. This requires an expert who understands how to navigate through the multi-faceted menu system of that latest smart phone (or tablet) because of the complexity. Performing these tasks repeatedly is extremely cumbersome and can lead to errors, inaccuracies, and inconsistencies from device to device inadvertently heading toward a poor, end-customer experience. This process is repeated for each device and if the order is in the hundreds (or thousands), can take a long time or require a large team thereby eroding the profit margins originally gained.

Among various services and solutions, Tangoe delivers enterprise mobility as a service to help their business customers simplify mobile device billing, deployment, and management. As a part of this service, Tangoe adds value by configuring and customizing devices that their enterprise customers order. These orders range in quantity and model makeup and so their operations team must be fluent in the menu system of each device. When orders are small, their team can manually get through them, however when the orders are large, which is usually the goal, manual device configuration is extremely time consuming and labor intensive.

Assessment

FutureDial was recommended by one of our customers and a mutual strategic partner of Tangoe's to aid in the automation of these tedious manual device configuration tasks. Traditionally as with many companies of this type, device configuration and customization was an important differentiator; however, the actual process was manually executed. These steps included app installation, Web page favorites keyed in, specific user settings modified, email address and account information entered, and WiFi hot-spots typed in and saved. Large customer orders were extremely time consuming and at times delayed in terms of deliverables leading to a longer invoicing cycle.

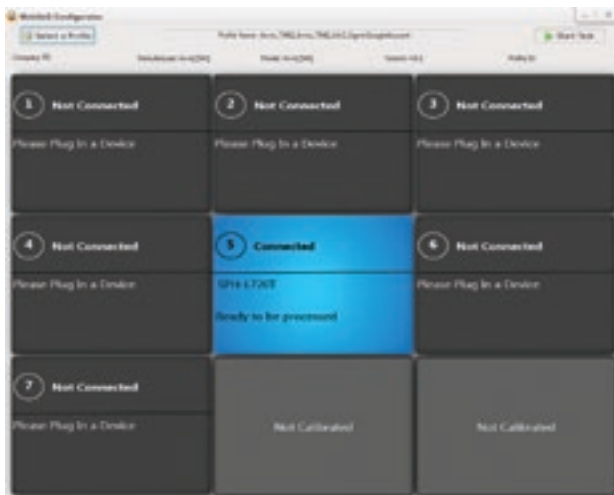
Our assessment discovered that with their existing process, Tangoe was experiencing unnecessary burdens on extra labor, floor space, and cycle times. On average, each operator through a manual process could configure 10 smartphones per hour; this required a previously trained and well-versed operator for the specific device model. Through the adaptation of FutureDial's MobileQ within their device configuration process, we calculated a potential savings in labor by 95% given a 200 unit per hour (UPH) productivity throughput rate with MobileQ. Applying this same metric to floor space and daily shift cycle times, MobileQ delivered a savings of 90% in floor space as well as an increase in productivity of 250%.

The FutureDial Solution

- Apply FutureDial's powered USB 3.0 20-port charging hub to maintain a charge on the devices and enable multi-device processing
- Implement FutureDial's MobileQ software for automating the device configuration process across multiple devices simultaneously
- Leverage MobileQ's profile manager to quickly create configuration files based on device and customer requirements for device apps, content, and settings
- Employ MobileQ's Android Emulator to record and save Android device setting keystrokes to create customized settings profiles that can then be translated to multiple Android devices
- Tap into MobileQ's transactions through FutureDial's transaction portal to run reports for tracking and trend analysis monitoring configurations and operator productivity

Main Components

MobileQ Configurator



MobileQ Emulator



Implementation

The automation of previously manually intensive operations and processes enabled Tangoe to upgrade their logistics center into a more organized and streamlined area using less space. Workbenches and device flow (transportation) were redefined and through these changes, employee productivity levels increased because of the efficiency gains and reduction in operator stress.

Yield and quality improved through these changes as well because of the standardized profiles and processes implemented. MobileQ, through an automated repeated process, assures every device is configured in the same way eliminating potential for human error, inconsistencies, and inaccuracies. Through this improvement in yield and quality, Tangoe's expectation is that sales volumes will ramp positively by eliminating backlog, reducing turn-around times on order fulfillment, and marketing these value-added services to their customer base.

Tangoe reclaimed the extra space to create additional workspaces for expanding teams in customer support, order fulfillment, and sales. MobileQ, with its scalable footprint, will grow with Tangoe as Tangoe's customers increase in terms of demand and numbers ensuring a profitable future for this global enterprise.



Results



The performance increase and scalability offered by MobileQ enabled a 75% reallocation of staff as the labor requirements were reduced.

Average labor cost savings per device recognized is \$2.85 per unit.

Work Stations (benches) were freed up by 70% through the scaling effect as the company prepares to ramp to current year projected annual volumes.

By eliminating the need to hire and train specialized individuals to configure the variety of smart phones and tablets available in the market, Tangoe can now offer a wider array of device models to their customers increasing its value while leveraging existing staff and headcount.

Additionally, Tangoe experienced an immediate quality improvement, moving them from a breakage point of 9% to less than 1% through ease of configuration and consistent results. This improvement results in both a higher yield as well as better customer (enterprise) satisfaction leading toward an increase in confidence and business customer orders.