

SOTI

ENTERPRISE MOBILITY MANAGEMENT

Izzi Telecom Case Study

SOTI Helps Streamline Telecom Operations

Izzi Telecom is a full-service telecommunications provider headquartered in Mexico City and operate in 57 markets around the country. Izzi, formerly Cablevisión, was formed in November 2014, and is a division of Grupo Televisa (NYSE: TV), the largest Spanish speaking media company in the world. Izzi Telecom provides Cable TV, Telephone, and Broadband Internet service to over 8 million RGU's. Izzi is positioned as the "low-cost" alternative to its competitors and offers unlimited voice and data packages at only \$400 MXN (\$23.50 USD) per month. In addition to its "Triple Play," Izzi offers Mobile Telephony through an MVNO relationship with Movistar (Telefónica Móviles).

The Business Challenge

In 2013, Izzi Telecom's predecessor, Cablevisión, launched a pilot project to migrate their field service technicians from paper based work orders to electronic work orders running on ruggedized tablet computers. The pilot project started in Mexico City and was so successful it was expanded to include Guadalajara and Monterrey. The new tablet based system produced productivity advantages and cost savings, but a number of new issues appeared.

Slow and Costly Deployment

Manually configuring hundreds of tablets for field workers all across Mexico was expensive, error-prone and slow. It could take 3-4 hours to configure each tablet and a couple of days for the configured tablet to get delivered to the Technician in the field. Furthermore, scaling this solution for the 3000+ Android tablets that Izzi wanted to deploy, would be challenging.

Field Technician Dispatch

The new tablet based system made it much easier to assign a days' worth of service calls. However, once the field service technician was on the road, the back office did not know where they were and how their calls were proceeding unless they called in to report. Izzi wanted to be able to track the progress of the work orders in real-time and interrupt or assign new VIP work orders on the fly.

Control Voice and Data Charges

Izzi did not want to disallow personal voice and data use on company tablets. However, it was important that the voice and data charges were tracked and controlled.

Remote Support

Izzi Telecom wanted to be able to monitor service calls to ensure that their customers were receiving top quality customer service. They also want a faster way of fixing problems with the tablets. Based on the success of the pilot project and the company's plans to scale the tablet solution, it was clear that Izzi Telecom required an Enterprise Mobility Management (EMM) solution. Different solutions were evaluated, but Izzi Telecom chose SOTI MobiControl as their preferred EMM solution.

Vertical: Telecommunication

Location: LATAM/Mexico

Deployment: Corporate Liabile

OS: Windows Android

Mobile Devices: Samsung

Mobility Challenges

- Having to manually configure and support hundreds to tablets for their field workers
- Lack on insight into where their technicians were at any given time of day

Mobility Benefits

- Fast and easy depoyment of new tablets to their field workers
- Improved productivity
- Improved customer services
- Visibility into where Field Technicians were at any time enabled central office to monitor work in progress, and enables priority dispatch to VIP customers





The MobiControl Solution

Izzi Telecom learned during their pilot project that they needed to improve the way they deploy new tablets to their staff. SOTI MobiControl makes it fast and easy to deploy mobile devices. IT staff use a simple web interface to pre-define standard device profiles that can enable, disable, or configure device hardware and software settings. New devices are configured automatically when they first enroll with the EMM server. This means that it takes the same short amount of time to deploy and configure one, one hundred or one thousand devices.

Once the new device was in the hands of the Izzi Telecom Field Service Technician, the company wanted to maximize their productivity and improve customer service. SOTI MobiControl Location based Services allow the central office to see exactly where the Field Technician was at any time. This enabled the central office to monitor work order progress throughout the day, and priority dispatch for VIP customers. A side benefit of the Location based Services was that lost or stolen mobile device could be located or shut down quickly.

Using SOTI MobiControl's Remote View feature, the central office could see exactly what the technician in the field was seeing, making it easier to measure signal quality and solve any issues with the service installation. Device problems and app issues are easy to identify and repair using Remote Control.

SOTI MobiControl also includes comprehensive Telecom Expense Management (TEM) features. A company IT Department can setup soft thresholds that trigger notifications for users or groups that exceed predefined voice or data allocations. Alternatively, hard thresholds can be implemented to disable SMS/MMS messaging, turn off data, or even restrict voice calling if a user exceeds their allocation. Most importantly, SOTI MobiControl includes powerful reporting features that allow detailed reporting of voice and data usage down to the device and application level.

The Results

Izzi Telecom has been using SOTI MobiControl since 2014. They evaluated other EMM solutions, but the lack of Location based Services and Remote Support tools made MobiControl the clear winner. The initial installation and setup only took three weeks, and the straightforward user interface means that Izzi Telecom's IT staff were up to speed quickly with minimal training and expense.

Izzi Telecom's main challenge was to speed up the deployment and configuration of new tablets for their Field Service Technicians. Their goal was to add an additional 1000+ tablets in FY2016, and to have one on the hands of every Field Service Technician in the country by FY2018. The remote configuration features of SOTI MobiControl were extremely useful for Izzi Telecom. New device configuration went from 4 hours per device, to less than 30 minutes. This was especially beneficial as new devices were released in batches of 50 and up to 500 at once. In addition, The TEM features of SOTI MobiControl allowed Izzi Telecom to eradicate voice and data overages and Remote View/Remote Control allowed IT admin to diagnose and fix device and app problems quickly. Instead of taking days or weeks to send in the device, get it fixed and then sent back out to the Field Technician, most problems could be solved in minutes allowing the Technician to finish the work order and keep the customer happy.



SOTI is a proven product innovator and EMM Industry leader. Over 15,000 customer across 170 countries rely on SOTI for their mobility needs. We empower the enterprise to take mobility to endless possibilities.

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