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MobilSense Sets New Course for MMS with MobilePhire Acquisition

By Andrew Hartwyk, Senior Research Director, AOTMP Research Practice

Over the last two decades, there has been an evolution of managed services focused specifically within mobility. These companies are born of innovation, managing users and devices scattered across geography and user type. Much of the impetus has come from needing to control costs, provide end-user and logistical support and manage vendors.

Throughout that evolution, since its 2001 inception, MobilSense has been a specialized provider within the mobility management space. Led by founder Dave Stevens, MobilSense has delivered millions of dollars in savings to clients through rigorous bill review, decades of knowledge acquired from hands-on experience and through software that audits, loads and optimizes vendor data. MobilSense has proven time and again to customers that a reliable partner to manage a complex mobile environment removes the stress of reducing costs and allows clients to instead concentrate on strategic mobility efforts.

AOTMP RESEARCH SEES A TRUE, FIRST-IN-THE-INDUSTRY SOLUTION: REAL-TIME DATA MANAGEMENT IN MANAGED MOBILITY SERVICES.

MobilePhire, founded in 2016, emerged from the data consumption trends on corporate-liable mobile devices. Its platform enables real-time data analytics and policy controls. With a deep background in mobile management and mobile data management, co-founder

Chebem Chukwu built MobilePhire knowing that the amount of data employees use will only keep rising. Companies with mobile devices in the field know that this is expensive. Data is not cheap. The average enterprise is paying \$5 per GB of data per user above the typical plan amount of 2 GB per smartphone user. Thus, MobilePhire's platform is set to address mobile data management in a way the industry has talked about – i.e., in real time – but that, until recently, had yet to come to fruition.

On their own, MobilSense and MobilePhire offered unique and effective solutions to help clients manage mobile spend, albeit in different ways. Now that they have merged the ability to see real-time network data in the context of invoice billing, AOTMP Research sees a true, first-in-the-industry solution: real-time data management in managed mobility services.



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Do competitors offer real-time data solutions? Yes. What makes the combination of MobilSense and MobilePhire different? The level of real-time information delivery and the ability to fix issues right away as a response.

Our Position

Two months into the MobilSense-MobilePhire transaction, AOTMP Research can confidently call the deal a success. Based on the companies' initial integration strategy and what they have completed so far in integrating the two systems' primary data points, the combined platform is poised to be a first-in-class solution.

With MobilePhire on board, MobilSense can now tout the ability to help enterprises control mobile data consumption the same way they control office web traffic – by limiting or restricting access to sites or applications. At the same time, the enterprises can, in real time, take steps to address any policy or controls infractions.

One way to understand what is happening in real time comes from two new reports created as a result of the MobilSense-MobilePhire union. First there's "Actual Consumption Trends," which shows how much data, by category, is being consumed. This report shows hourly or daily views and does not require the enterprise to install an application on employee devices, which means minimal interference with end user activity. These reports provide the enterprise with insight for taking more direct control in cost-reduction efforts. As an example, the organization can dissect how data is being used on work and personal time. This helps the enterprise measure the amount of data it should actually pay for and even influences the introduction of any BYOD mobility or personal-cost-reimbursement programs.

Next there is the "Sites Visited by User" report. There are plenty of strategic reasons an employee may use seemingly consumer-centric sites such as Facebook, Instagram or even YouTube on the job. However, enterprises will want to track the patterns and results to ensure policy compliance. To be sure, AOTMP sees the built-in ability to pair individual user consumption trends back to a user profile as accomplishing a feat that MobilePhire competitors could only achieve through partnerships.

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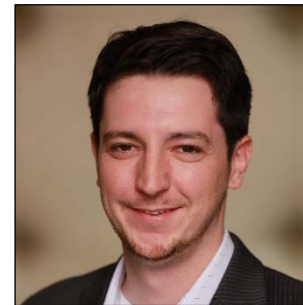
MobilSense's acquisition of MobilePhire sends a message to other managed mobility service providers that there is more depth to achieve when optimizing client data, and more opportunity for strategic relationships that will drive positive benefits for enterprises.

About the Author

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Andrew Hartwyk joined AOTMP's Research and Advisory practice in 2017 following a role as advisor and Vice President of Strategy with Mobile reCell, a fast-growing innovator in mobile asset recovery software for complex enterprise asset management solutions. Andrew became a mobility and telecom management evangelist through working with MOBI Wireless Management in a variety of roles, from operational to sales, culminating with solution architect, putting him on the front lines working with enterprises striving to manage their evolving mobile environments. At MOBI, Andrew executed the deployment of complex mobile management programs across the globe, leading enterprises through the early adoption of BYOD, EMM/MDM/UEM, and M2M/IoT at scale. Andrew is a frequent presenter on enterprise mobility topics, delivering keynote presentations on enterprise mobile best practices at the 2016 HDI Summit, AirWatch Connect 2016, and several case study presentations at more than a dozen enterprise technology conferences.



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