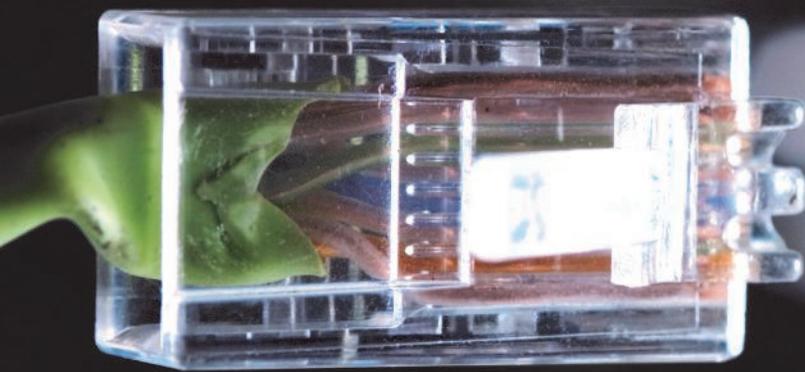


# Mobile Services





The cost of corporate wireless services continues to rise for most companies. Unit prices are declining, but enterprise use of mobile (i.e., wireless) services and devices has surged, fueled by a growing wireless user base, the proliferation of data services, increasing usage and exponential growth in the variety and complexity of new service offerings. The bottom line is that a growing proportion of enterprise telecom spend is devoted to wireless services at a time when there is fierce pressure to reduce the telecom budget.

At the same time, wireless providers are consolidating, diminishing competition and encouraging parallel pricing. Given the opacity and complexity of wireless plans and pricing, there is significant waste – and a corresponding potential for substantial savings – in enterprise wireless services.

TC2 and LB3 are market leaders in helping large corporate customers minimize this waste, by negotiating market leading pricing and contractual terms, helping clients optimize their use of mobile services, and assisting in the development of usage and entitlement policies.

Our expertise in wireless telecommunications dates back to the founding of the mobile services industry. Today, we have unparalleled experience in benchmarking wireless deals, running competitive procurement projects, negotiating pricing and contracts, and advising on regulatory matters and the resolution of wireless contract disputes. We work on numerous competitive procurements and negotiations for wireless services every year, and are uniquely positioned to help clients derive maximum value from wireless suppliers and services.

## Strategic Competitive Procurements for Wireless Services

TC2 and LB3 conduct numerous strategic procurements for wireless services on behalf of their clients every year. We have tools and templates that expedite the procurement process and ensure that clients have all the information and intelligence they need to make informed decisions and supplier selections. We have pre-existing content, format and structure for the RFP document; and mature, robust data gathering templates and bidder pricing templates and contract forms. Our tools have been refined over many years, and are tailored specifically to the pricing, contract, service and industry conventions that are unique to wireless services.

Given our experience negotiating wireless agreements with all the major mobile services vendors, and our professional relationships with many of their lawyers and business people, we are able to negotiate new agreements that incorporate significantly better pricing, terms and conditions than are normally available to enterprise customers.

We know the concessions that the suppliers don't pro-actively offer but will typically agree to if asked as well as the terms that suppliers simply will not accept. By using TC2 and LB3, customers know that they will extract maximum value from the procurement process while avoiding unnecessary negotiation cycles in a quest for unattainable terms or concessions.

## Benchmarking Wireless Contracts Against the Best in the Market

TC2 and LB3's continual involvement in large wireless procurement projects gives us the ability to accurately benchmark pricing and terms against what is available at the leading edge of the market. Our pricing and contractual benchmarks are based on market leading contracts and RFP offers that we have negotiated on behalf of, or in conjunction with, our clients. We understand the dynamics and nuances of these deals, which enables us to accurately and comprehensively determine the pricing available at the leading edge of the market for large enterprise customers. We do not rely on second-hand information gleaned as part of processing customer invoices for wireless contracts that we had no role in negotiating, or from customer surveys. Our benchmarks are obtained from negotiations for large institutions and provide the very latest, cutting-edge pricing, contract and deal intelligence.

## Specialists in Global Wireless Contracts

We have extensive experience in the global mobility marketplace and have worked on numerous mobility projects in the U.S., Canada, Europe, Asia Pacific and Latin America, including projects that address all regions of the world in a unified RFP process.

The global mobility services marketplace continues to be extremely fragmented. While there are a number of suppliers that can operate in multiple countries and regions, the number of suppliers that are able to provide mobility services in all regions of the world is limited. TC2 and LB3 know and understand this market, the suppliers that operate within it, and the difference between what the suppliers claim to offer and what they can actually deliver (which are rarely the same).

TC2 has consultants based in the UK and Singapore who typically lead our wireless projects in EMEA and APAC.

Our wireless expertise and experience also extend to a range of related areas, such as:

- negotiating agreements between building owners or managers and equipment and service providers for in-building repeater or distributed antenna systems;
- assisting clients to develop mobile user policies and management best practices;
- negotiating agreements with aggregators and gateway providers for mobile advertising, mass notification solutions, and mobile content;
- negotiating agreements with wireless applications developers; and
- counseling large and small entities seeking to purchase spectrum at FCC-sponsored auctions or seeking FCC approval of radio license assignments.

**TC2** is the leading consultancy dedicated to helping its clients maximize the return on their investment in telecommunications services and network infrastructure by providing a full range of strategic sourcing, benchmarking, contract compliance, optimization and technology consulting.

**LB3** is the premier law firm representing enterprise customers in connection with telecommunications and information technology agreements. LB3 focuses on the negotiation of complex agreements for network services, managed voice/data infrastructure solutions, and other enterprise technology and business process solutions; the resolution of disputes between large customers and carriers; and representation of the enterprise user community before the FCC.

## New Mobile Applications, Services and Devices

As enterprises adopt new mobile services applications and uses, they confront unanticipated commercial and legal issues. Some of the more common ways in which our clients and other enterprises are using wireless services include:

- issuing wireless devices to employees to use for voice, data, and SMS communication;
- installing and operating Wi-Fi networks and Distributed Antenna Systems in their places of business to enhance voice and data services, including Internet access, for their employees and customers;
- using location-based services to dispatch and direct mobile workers and fleet vehicles more efficiently;
- deploying wireless point-of-sale payment card terminals, leveraging instant messaging and mobile-device-based social media for targeted marketing campaigns;
- using SMS and MMS technologies for promotional contests and polling, the best known example of which is the voting on *American Idol*;
- extending the corporate LAN and VLAN to wireless devices and interconnecting those devices with the corporate IP PBX; and
- sending critical or time-sensitive messages to employees and customers via wireless services such as SMS and MMS.

As exciting and promising as these applications are, they raise legal and regulatory issues ranging from licensing to liens, privacy to PCI compliance, and taxation to tort liability, to name a few. LB3 counsels clients on the issues they must address when they deploy new wireless applications to improve efficiency, deliver better products and services to their customers, and gain a competitive edge.

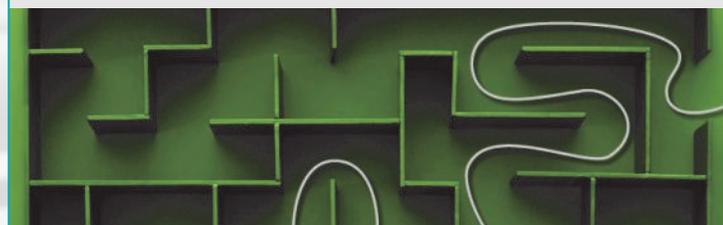


### Interested in What LB3 and TC2 have to Say?

**LB3 and TC2 assist enterprise customers with network service and IT procurements, benchmarking, compliance management, regulatory issues and disputes. Learn more about industry developments and the challenges facing enterprise users:**



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