

**BoxTone Software** is used by more organizations than any other to manage, monitor and support mobile BlackBerry users. BoxTone's patented SmartMP™ Technology and plug-and-play software modules automate key tasks and roles across the enterprise to deliver a hard cost savings for a solid return on investment (ROI). Fundamentally, BoxTone helps organizations *achieve economies of scale with mobile technology by reducing costs* across operations, support and carriers while *maintaining high quality of service and enabling a reliable platform for growth in users and applications*.

**BoxTone reduces IT Operations and Support Hard Costs:**

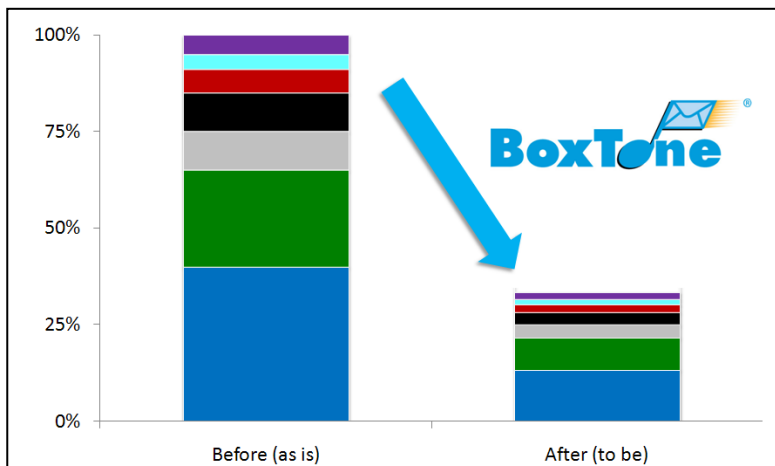
- ✓ Prevent costly support calls by preventing problems.
- ✓ Fix issues before users call through early warning alerts.
- ✓ When users call, find, fix or escalate in <3 minutes.
- ✓ Shift mobile user issue resolution to lower cost resources.
- ✓ Reduce both count of incidents and cost per incident.

**BoxTone reduces Wireless Carrier Hard Costs:**

- ✓ Identify and recapture/deactivate low-use and no-use devices and data plans.
- ✓ Track carrier performance to negotiate SLA underperformance credits and better wireless contracts.

**So that now your business can:**

- ✓ Achieve economies of scale
- ✓ Reduce mobile and wireless expenses.
- ✓ Reallocate staff and resources to other more critical projects.
- ✓ Double mobile user deployment without doubling costs, staff and resources.
- ✓ Deploy more mobile applications and services to drive more productivity and top-line revenue.



**BoxTone Value for 500 Users:**

- ⇒ Reduce Count of Incidents by 25%
- ⇒ Reduce Cost per Incident by 75%
- ⇒ Reduce Wireless Carrier Costs by 15%

**BoxTone ROI for 500 Users:**

- ⇒ 1 Year Savings: \$81k to \$146k
- ⇒ 4 Year Savings: \$577k to \$1,040k
- ⇒ Year 1 ROI: 163% to 293%
- ⇒ Total TCO down: 12 to 22%
- ⇒ Payback Period: < 6 Months
- ⇒ Time to Value: < 90 days

**BoxTone Customer Results**

“We have reduced troubleshooting time by 70%... The monthly reports on inactive BlackBerry users allows us to reassign unused devices to eliminate unnecessary charges.”



“BoxTone reduces troubleshooting from hours to minutes. We’ve also cut the number of resources required to perform troubleshooting in half... now we only need one person to do the job.”



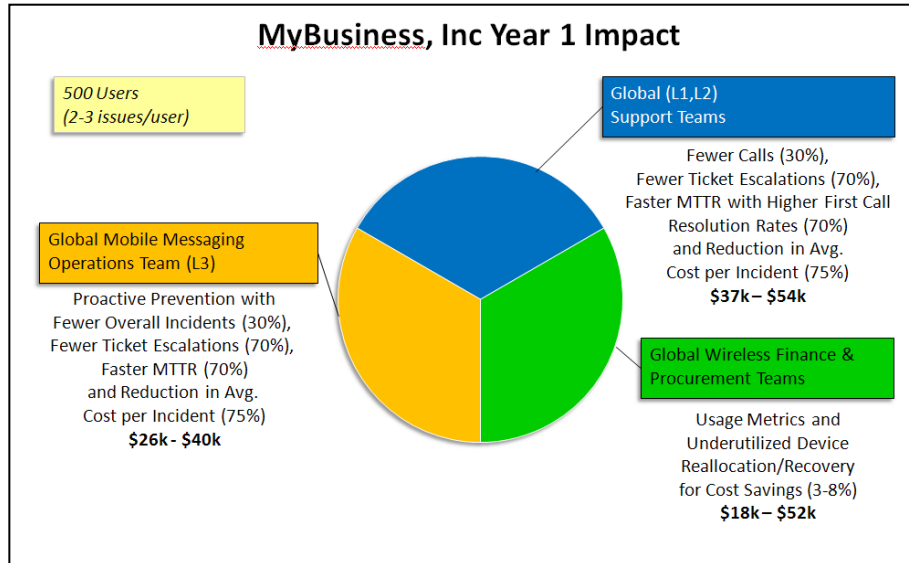
**City of Atlanta**

“BoxTone acts like an expert system... it automatically interprets errors and provides suggested fixes.”



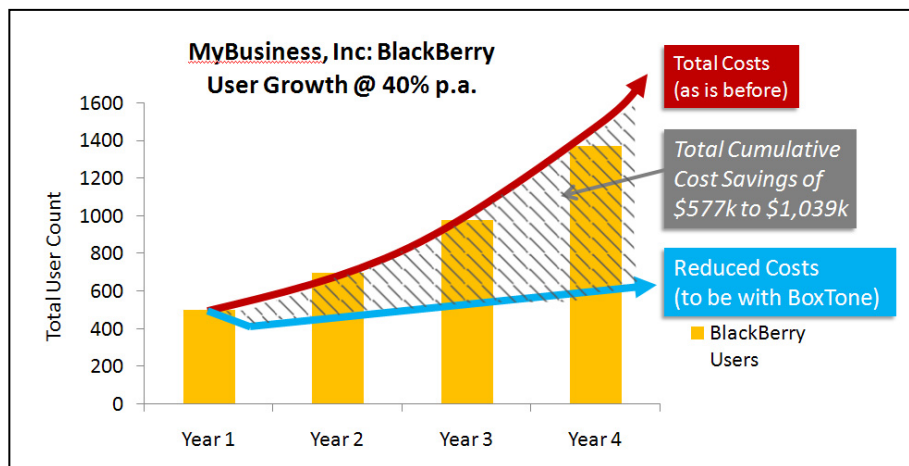
## Inside the BoxTone ROI Framework

The base model for BlackBerry TCO and BoxTone cost savings assumes an annual total cost per user of \$1,310 as identified by Gartner and Ipsos-Reid studies. Once BoxTone is in place and running, the organization realizes cost-savings impact in less than 90 days and, over time, an overall flattening of costs as the organization and mobile deployment grows to achieve economies of scale.



The chart to the left shows a roll-up calculation of first year cost savings of the BoxTone solution for 500 users. With BoxTone, cost savings are realized across 3 areas: IT operations, user support and finance/ procurement teams. From the date of full deployment with a range of 2 to 3 issues per mobile user per year resolved at various support levels, the **first year cost savings** with BoxTone range from **\$81k to \$146k** on total anticipated spend (without BoxTone) of **\$655k** – a substantial savings of **13-18%**.

From a **total lifetime value** perspective, as shown the chart below, the red line represents the total mobility costs growing at a linear 40% rate to match the end user growth rate over 4 years. This is the typical experience of many organizations who, due to lack of skills, process and technology automation, find it difficult to achieve economies of scale in operations, service and support as they rollout new technologies. The 4-year cumulative total spend (without BoxTone) would be **\$4.6M**. The total cumulative cost savings (with BoxTone) is upwards of **\$577k - \$1M** -- as shown in the gray hashed area -- depending on deployment speed and count of issues per user per year.



In addition, with BoxTone enabling a stable platform for user and application growth, the organization can further increase BlackBerry ROI by deploying additional mobile business applications that will

- drive more productivity &
- drive top-line revenue
- with minimal incremental expense.

## About BoxTone

BoxTone software is trusted by more than 190 of the world's leading enterprises and government agencies, including 65 in the Fortune 1000, to manage, monitor and support their BlackBerry platforms. Built on patented SmartMP™ technology and conforming to industry standard ITIL practices, BoxTone's comprehensive modular platform and role-specific consoles enable IT and services organizations to collaboratively reduce support costs, accommodate rapid device growth, and guarantee the high quality of service that mobile users demand.

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