

## **FONI REDUCES COMMUNICATION COSTS, CARBON FOOTPRINTS, AND COMPLEX LOGISTICS, ALL WHILE REDUCING HASSLE FOR EMPLOYEES**

Communication expenses often represent an unnecessarily large share of a corporation's total costs. Traditional solutions based on mobile subscriptions and PBXs are out-dated and can be replaced by the BYOD (Bring Your Own Device) philosophy. With OptiMobile's Foni-app, organisations can reduce communication costs by up to 85% while improving the quality of communication, reducing environmental impact, and simplifying the life of employees.

### **Traditional communication solutions waste money and CO2**

Communication expenses often represent an unnecessarily large share of a corporation's total costs. Yet communication expenses have traditionally been regarded as one of the last places to touch, as both internal and external communications are seen as critical to any company's success.

Historically, mobile operators have provided the most attractive and flexible communication solutions. In the early days, employees took great pride in their corporate mobile phones and paid subscriptions. Today, mobile communications have completely penetrated the private market and very few employees welcome the added hassle of having to carry around and charge a work device in addition to their personal one.

In addition to the cost of mobile services, corporations also spend substantial money on PBX switching solutions.

From an environmental perspective, it can also be considered a huge waste to have extra devices produced and charged for this purpose. According to the company Viessmann<sup>1</sup>, one hour of smartphone use every day for a year creates 1.25 tonnes of CO2. As most organisations have goals to reduce their environmental impact, this is clearly an area that needs to be addressed.

### **Is there a better way?**

The answer to the above is of course to provide a communications solution that utilizes the already existing personal devices of employees, without adding costs for them. This is generally identified as a BYOD (Bring Your Own Device) philosophy. Of course, the organisations' needs have to be addressed and the employees' privacy must be catered to.

Another factor that is changing the way we look at communications is the shift in the way organisations are made up. The turnover of staff is increasing and the logistical challenges are high with the management of devices, SIM-cards and contact information.

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<sup>1</sup> <https://www.viessmann.co.uk/company/blog/the-carbon-footprint-of-nearly-everything>

This text argues that a dedicated communications solution, based on a mobile app like OptiMobile's Foni service, could solve all the above issues, while also allowing organisations to make significant cost savings. Exactly how much can be saved is further exemplified below.

The Foni service is provided through a mobile app that enables internal as well as external communications in the form of messages/chats and voice calls. For most employees, internal communication, i.e, app-to-app, is sufficient.

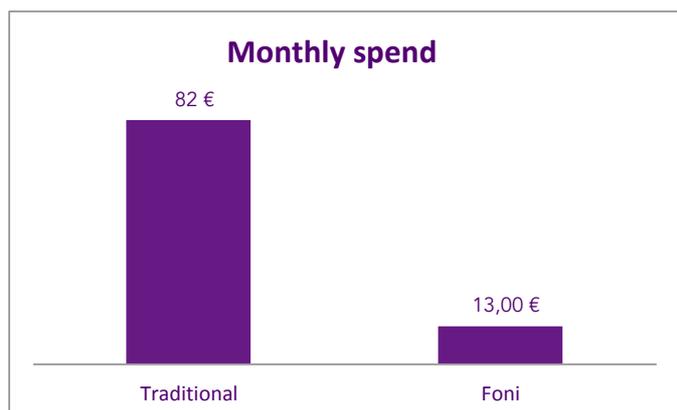
In addition to the monetary benefits, with a saving on monthly expense of 80-90%, corporations can also achieve the following benefits:

- Reduced carbon footprint
- Simplified logistics
- Happier employees

### CASE STUDY – Medium sized company

To quantify the benefits of using the BYOD approach with Foni, we can consider a company with 100 employees that uses the traditional means of communications, with mobile phones for work and PBX functionality.

A typical monthly spend per employee lies in the region of 82 EUR. This includes the cost of the device (40 EUR), the subscription (30 EUR) and PBX costs (10 EUR). With Foni, the cost is reduced to a fixed monthly spend of 13 EUR, including external call costs. This represents a saving of about 85%.



If the company uses Foni primarily for internal communications, the cost is further reduced to around 3 EUR per month and user, a 96% cost reduction.

The environmental benefits are clear as the CO2 impact is reduced by 1.25 tons per user, so 125 tons of CO2 for the entire company each year.

BYOD is undoubtedly the way forward, and with Foni we make it easy for organisations to reap these benefits.

**Reduce devices, democratize telecom**