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WHITE PAPER

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# Business-Class *Next Generation Mobile Data Services*

## INTRODUCTION

At a time when mobile data traffic is exploding around the world, businesses today have fewer—and arguably weaker—mobile data services options. That’s because traditional wireless carriers are shifting their attention to consumer services, and decreasing their focus on business-class services.

What businesses need is a seamless, multi-carrier platforms complete with management and reporting tools, straightforward pricing and simplified billing, as well as the support of experts able to meet the complex needs of an enterprise. This new class of service must be able to handle the gigabytes, not megabytes, of mobile data that business users are increasingly using every month. The service also must work well within the ecosystem of carrier networks, mobile solutions providers, and various mobile devices such as tablets, mobile Wi-Fi hotspots, USB modems, and specialty devices that businesses are using for everything from field service to supply chain inventory.

DataXoom is the first mobile broadband service provider designed specifically for enterprises. Our platform is multi-carrier, so there’s never a gap in coverage. Our mobile data pricing options include no-contract, pay-as-you-go plans, various gigabyte plans that pool across all end users, and large terabyte plans that can be customized. Our management platform lets businesses manage users across multiple wireless networks via a single interface, and our billing platform turns multiple bills into a single, simplified one. In addition, we can provide enterprises with new or refurbished devices and service bundles for a one-stop-shop of mobile data solutions.

*“What businesses need  
is a seamless,  
multi-carrier platforms”*



## *Mobile Data's Explosion*

Mobile data's explosive growth is spectacular. Smart phones and wireless devices including tablets and handheld computers have become crucial business tools. For example, retailers use tablets and handhelds for point-of-sale and inventory tracking on the sales floor, in warehouses and distribution centers, manufacturers use tablets and handhelds on the factory floor, and mobile devices such as tablets and ruggedized laptops are in the hands of most field salespeople and support technicians. All of these devices are networked and many are mobile-connected. ***In fact, according to the Cisco's VNI Global IP Traffic Forecast, 2014-2019, within three years there will be 24.4 billion network devices across the globe, and nearly half, or 47 percent, will be mobile-connected.***

Obviously, the mobile-connected devices are driving large increases in mobile data traffic. It's estimated that mobile data traffic will grow tenfold from 2014 to 2019, representing a compound annual growth rate of 57 percent globally, according to Cisco's report.

***By 2019, mobile data traffic will reach 24.3 Exabytes per month, up from 2.5 Exabytes per month in 2014.***

As a point of reference, one Exabyte equals 1,000,000,000,000,000 bytes (and 5 Exabytes has been characterized as all the words ever spoken by human beings). Cisco's report also estimates that global mobile data traffic will grow three times faster than global fixed IP traffic from 2014 to 2019, and while global mobile data was just 4 percent of total IP traffic in 2014, it will increase to 14 percent of total IP traffic in 2019.

*1 Exabyte =  
1,000,000,  
000,000,  
000,000  
bytes*



## *Carriers lack Business-Ready Mobile Data Services*

The industry is scrambling to address the explosive growth of mobile data demand. Carriers are advancing their networks beyond 4G LTE, with sights set on 5G, which by some estimates will support a mobile data download of 20 gigabits per second. Samsung conducted some 5G speed tests in 2014 that recorded a max speed of 7.5 gigabits per second while stationary, which equates to downloading a whole movie in just one second. Of course, 5G networks are still a few years away from being commercially available.

Traditional wireless carriers are backing away from business services and focusing more on the more profitable consumer market. Some are downsizing sales and support teams, others are closing call centers. In addition, carriers are more often than not offering mobile data services to businesses that have been designed for consumers—services that still come with multi-year contracts, termination fees, device subsidies, inflexible rate plans with breakage and overage charges, and weak controls.

Because many businesses have to support high numbers of users who either work in sites scattered in different geographical regions or who have to travel, they need to have best-in-class mobile data services that span the country and even regions abroad. The only way to do this is to have services that include networks from more than one wireless carrier.

### ***Businesses, however, have fundamentally different needs than consumers.***

Businesses also need robust enterprise management services that make it easy to onboard new users and remove them when services are no longer needed. Reporting tools are needed to help businesses plan for and make the best decisions about their mobile data. They also need business-friendly pricing plans and billing services that are simple and straightforward. Providers should have deep expertise in deployment, as well as comprehensive customer and tech support and a partner ecosystem that includes distributors and resellers who can bring to the table bundled suites of services, products and consulting. Add up all of this together, and what's needed is a new way of managing mobile data for businesses.



DataXoom is the first mobile broadband service provider capable of meeting and exceeding the mobile data needs of enterprises. We offer 3G and 4G mobile data to business users, and our service operates on three of the four largest mobile network operators in the U.S. We provide our customers with a single online interface

for those operators, as well as a single monthly invoice. Our service is available nationwide, and there are never activation fees, contracts or termination penalties with DataXoom. Our service lets businesses share data usage across all their active devices, so there's no need to deal with multiple contracts or payment of overage fees.



*is reinventing  
Mobile Data  
Services*

DataXoom's mobile data pricing options include pay-as-you-go plans; Gigabyte (GB) plans that pool across all users, and large Terabyte (TB) plans that can be customized for specific business needs. In addition, we can provide affordable new or refurbished devices, or customers can select SIM-only options. DataXoom also offers tablet-and-

service bundles, in which the lease cost of the device is packaged with the monthly data service. Other services, such as configuration, warranty, and repair services, can also be added.

SIRVA, a leader in the moving industry formed when North American Van Lines merged with Allied Van Lines, is a real-life example of the type of business that benefits from a business-focused wireless provider like DataXoom. Drivers for North American and *(contd.)* Allied rely on DataXoom to provide ubiquitous, always-on mobile connectivity to the tablets and hotspots that provide them with quick, easy access the mobile internet and important company-sponsored mobile apps. Because SIRVA serves customers across every state in the U.S., it was especially important for the company to select a wireless carrier that offered access to multiple national 4G and LTE wireless networks.

*NO CONTRACTS*

*NO TERMINATION FEES*

*ALL-INCLUSIVE PRICING*

*LOWEST Overage CHARGES*

*SINGLE ONLINE ACCOUNT*

*3G, 4G and LTE MOBILE DATA*

*AVAILABLE NATIONWIDE*



## CONCLUSION

Mobile data traffic is at an all-time high, and its growth shows no signs of slowing. Its growth is being driven by the billions of mobile-connected smartphones, mobile hotspots, tablets and handheld devices in the hands of consumers and business users. But consumers and business users have explicitly different needs. Businesses need multi-carrier platforms, enterprise tools, single management interfaces and straightforward pricing and billing. Businesses need expert partners. They also need a wireless provider to handle the gigabytes, not megabytes, of mobile data that business users are increasingly using.

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***DataXoom has reinvented the mobile data market by offering a new class of mobile data services designed specifically for businesses. With DataXoom, businesses can provide best-in-class mobile data service across multiple devices with one single and simple account.***

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