

Cellution

June 2009

SAVINGS SUMMARY

CELLUTION, INC

Situation:

- Viacom previously had over 7,000 wireless device users being compensated by an expensing system.
- Previous invoice records indicated that the company paid **\$100/user** per month.
- A firm with over 7,000 devices would need a full-time staff of 3 people to maintain.
- Viacom self managed all their devices with poor service to their users.

VIACOM

Cellution's Analysis

- Previous monthly wireless spend of = **\$700,000.00**
- Additional yearly spend for management staff (estimated) = **\$210,000.00**
- Yearly wireless spend (estimated) = **\$8.61 Million**

Benefits to Viacom

- **Reduced** cost in an area where improvement is fairly simple.
- **Increase in transparency** into device usage (personal vs. business).
- **Enforcement** of company wireless policy.
- **Artificial inflation** from lack of efficiencies was eliminated.

How Cellution Helped:

Gross Savings

- Cellution has saved Viacom over **\$4.3 Million** from 2006 to 2008 on their wireless telecom expense.

Net Savings

- Cellution total cost to Viacom over the same period = \$340,317.94
- This cost constitutes only **7.9%** of the entire savings.

Total Average Net Cost Monthly Savings:

\$208,334.00

Total Wireless Expense Reduced By:

49.9%