brightfin

CASE STUDY

Brightfin Saves Global Automaker Thousands by Challenging Unlimited Data Plans

Challenge:

In an era where carriers aggressively promote unlimited mobile plans, a global automotive giant with **a mobile fleet of 7,500+ lines managed by Brightfin**, migrated to unlimited plans based on carrier recommendations.

Carriers positioned the option as "set it and forget it" with a one size fits all plan. While the move seemed convenient for maintenance, the Brightfin team had concerns about the approach due to our knowledge of the customer's historically diverse usage patterns within the company.

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servicenow

Action:

Brightfin proactively took this as a challenge to immediately analyze their mobile usage data against the carrier proposal.

Utilizing our proprietary technology built on ServiceNow, intricate expertise on the customer's workforce, and industry knowledge, Brightfin demonstrated a sizable portion of lines rarely exceeded the data thresholds needed to obtain value from unlimited plans, rendering these plans unnecessary and financially inefficient. In addition, Brightfin has processes in place to continuously monitor the customer's mobile fleet.

Ensuring **the customer is getting the most value from their mobile plans** without disruption to service quality.

Solution:

While it would have been much easier for Brightfin to manage all unlimited plans, we did not hesitate to take a consultative position immediately pointing out the flaws in this approach.

Based on this data-driven analysis and deep understanding of the customer's processes and requirements, Brightfin recommended **reopening data pools allowing lines with lower usage to switch to more cost-effective plans in a shared data environment.**
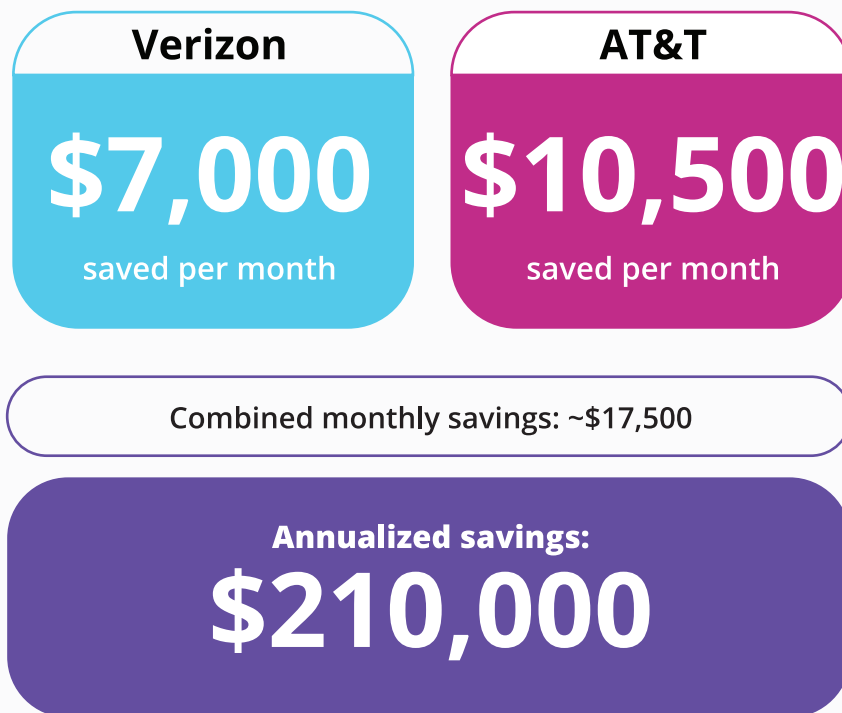
This strategic move required challenging the initial carrier suggestion and advocating for a solution aligned with their specific needs. The customer was willing to accept the fees of blanket unlimited, until Brightfin analysts stepped in showing a more comprehensive plan.

Results:

The impact was immediate **and substantial.**

By re-opening data pools and meticulously analyzing carrier offerings to calculate the exact usage point where an unlimited plan becomes cost-effective, Brightfin delivered significant cost savings:

Verizon	AT&T
$7,000	**$10,500**
saved per month	saved per month

Combined monthly savings: ~$17,500

Annualized savings:
$210,000

This case study highlights **the critical role of data-driven insight and continuous monitoring** in telecom expense management. Brightfin's ability to:

Analyze usage Patterns

Unearth hidden costs and identify underutilized resources, leading to optimization opportunities.

Customize Solutions

Develops plans tailored to individual business needs, not a one-size-fits-all approach.

Actively monitor and adjust

Tracks usage patterns and proactively pivot on the approach.

Conclusion:

Businesses have complex ever-changing ecosystems. To successfully optimize they often require solutions that have the ability to evolve in tandem. **Brightfin empowers businesses to make data driven decisions** not marketing hype.

This case study serves as a testament to the power of Brightfin's product offerings and unique approach to customer partnership.

We use our tools and expertise to ask detailed questions, so you don't have to!

Let Brightfin evaluate
your carrier spend in 10 days or less,

↗ **click here to get started**

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reduce expenses, increase efficiency & gain full spend visibility

natively built on ServiceNow

Managed Mobility Services

+ Invoice processing, reporting & analytics
+ Mobile device inventory management
+ Audit & optimization w/ dispute management
+ Bill pay
+ Help desk
+ Procurement
+ UEM admin & asset synchronization
+ Lifecycle management
  » *Staging & kitting*
  » *Seed stock management*
  » *Reverse logistics*

Telecom Expense Management

+ Invoice processing, reporting & analytics
+ Fixed inventory management
+ Audit & optimization w/ dispute management
+ Bill pay
+ Help desk
+ Procurement
+ Contract management & negotiations
+ Benchmarking

Cloud Expense Management

+ Invoice processing, reporting & analytics
+ Inventory management
+ Audit and dispute console
+ Bill pay
+ Help desk
+ Kubernetes integration

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