



A Prescription for Success

UK based pharmaceutical company sees cost savings and customer satisfaction using iPass



THE ORGANIZATION

- ▶ A leading UK provider of therapies and treatments for cancer and other disorders

THE CHALLENGE

- ▶ Reduce connectivity costs for hundreds of UK-based traveling workers using iOS devices inside and outside the United Kingdom

THE SOLUTION

- ▶ iPass on iOS devices

THE RESULTS

- ▶ Projected annual savings of more than £65,748 (\$100,000/€75,363)
- ▶ Improved communication, productivity and customer response time

With adoption of new technologies comes new challenges. This was the case when a large medical and pharmaceutical company decided to provide their employees with iOS smartphones and tablets leaving behind their outdated blackberry devices. The company saw a dramatic increase in data usage and the new need for “always on” connectivity

With more power comes higher data usage

When the employees used their Blackberry phones they could only access corporate email. The company made the switch to iOS, and their employees had access to all types of business applications. They could use the company web conferencing, unified communication and cloud-based applications when they were mobile and this led to the consumption of huge amounts of data. With increased functionality and new demands for data, the company’s 3G data costs quickly skyrocketed. Initially they looked to a mobile operator to solve this new challenge. However the options were not acceptable so they chose iPass.

More usage, more money

With the new iOS devices deployed employees were quickly reaching the companies budgeted expense caps. Every month more and more mobile workers called into the company help desk requesting that the cap be lifted requiring the help desk to log a ticket and get management approval.

If employees waited until they reached a free or one-time-use Wi-Fi hotspot they had to deal with the hassle of logging in or paying each time they accessed it. They also assumed the security risk for both their data and



ABOUT IPASS

iPass is the industry pioneer in global, mobile connectivity, ensuring unlimited access to unlimited content on an unlimited number of devices. Founded in 1996, iPass is the world's largest Wi-Fi network, with over 20 million (soon to be 50 million!) hotspots in airports, hotels, airplanes, and public spaces in more than 120 countries and territories across the globe. Our hosted Wi-Fi-as-a-Service solution is easy, convenient, secure, and always on.

Expanding on its already established reputation as the premier provider of global Wi-Fi hotspots, iPass connects customers with the people and information that matter most. We are dedicated to delivering the highest quality, most cost-efficient solution on the market today.

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credit card information. It was clear that the organization needed a more sensible solution. They decided to pilot iPass, and rolled out the service to 500 users. During the first month of a three-month trial almost 400 employees were taking advantage iPass. These employees could access over 20 million hotspots in the iPass global Wi-Fi network using one set of credentials.

The Results

At the end of the first month, it was obvious that the annual savings using iPass would be over \$100,000/year vs. their current solution. It was easy for them to adopt iPass and provide their mobile employees a seamless, secure and “always on” solution to increase their productivity while saving significant cost.

Conclusion

This pharmaceutical company no longer worries about exceeding 3G caps. During the implementation process, the company discouraged requests for cap increases, and asked employees to use iPass instead. Within three months, the requests for cap increases were all but gone. Combining 3G data with iPass Wi-Fi extends both plans, and provides continual access when

Wi-Fi is unavailable, such as in taxicabs or on public transportation.

Employees rely on iPass Wi-Fi the majority of the time, and they get the full benefit of smartphones using enterprise-grade apps, including video conferencing and VoIP, at a fraction of the cost of other solutions.

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