



Tough decisions lead to innovation with iPass

Telecom giant chooses a cost-effective solution to help improve productivity on the road

The employees of the Australian branch of Ericsson, a global telecommunications provider, are heavy smartphone users. Ericsson's Australian employees travel extensively throughout Asia or go to meetings at world headquarters in Sweden. Because these employees need to stay connected with colleagues and clients, Ericsson's international roaming costs were spiraling.

THE COMPANY

Ericsson is a world-leading provider of communications technology and services. Their offering comprises services, software and infrastructure within information and communications technology for telecom operators and other industries. Today, 40 percent of the world's mobile traffic goes through Ericsson networks, and they support customers' networks servicing more than 2.5 billion subscriptions. Ericsson is listed on NASDAQ OMX, Stockholm and NASDAQ, and the New York stock exchanges.

Challenge

Like any business, Ericsson was under pressure to keep costs down, and this was one area that Ericsson's management felt could be addressed through better management. They made a tough decision—they announced that international data roaming costs would be deducted from employees' paychecks. That left Ericsson's line managers with a conundrum: how could they keep traveling employees productive, particularly as Ericsson is in the business of enabling connectivity? Ericsson needed a solution that would allow its staff to work cost effectively while they were travelling. "The managers were asking for a solution that would make it easy for the employees to work overseas," said Guy Schofield, IT Delivery Manager for Ericsson Australia. "There is free Wi-Fi in hotels and airports, but it isn't always available. We didn't want our employees creating multiple accounts all over the world, remembering all those passwords."

Solution

Through the leading carrier in Australia, Telstra, Schofield decided to choose iPass. "We piloted a test group first, those who traveled a lot and were influential within the company," Schofield reports. "They loved it. We told them, don't tell anyone you have this." Of course, they told everybody, 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.

Visit us at www.ipass.com



Corporate Headquarters
iPass Inc.

3800 Bridge Parkway
Redwood Shores, CA 94065
+1 650-232-4100
+1 650-232-4111 fx
www.ipass.com

the word about iPass traveled throughout the company. It reached the most important people and we got the ok to implement it across the enterprise.”

Ericsson has a Bring Your Own Device (BYOD) policy, and the vast majority of employees carry either an iOS or an Android phone. Ericsson pushed the Windows version to 1,700 employee laptops, and the employees downloaded the proper version of the app for their phones, and activated it themselves, so it was no extra burden on the IT organization.

Results

“We have international roaming turned off as a default setting now,” he says. “When people travel, we reiterate to them: remember to use iPass, and not international roaming,” Schofield added. “I’m trying to get them to use iPass to make their travel more pleasant and cost effective, and IT is here to help them do their jobs better.”

“If you consider the cost of international roaming, the cost savings are huge,” Schofield says. “iPass makes IT look good, because we identified a problem and did something about it. We’re no longer the people who say ‘no.’ We’re enablers. The employees are happy, the company’s happy, and work is getting done. We’re hearing that they really appreciate iPass.” Workers are using iPass for everything from simple email to joining video conferences while they wait at an airport or from a hotel room. From a productivity standpoint, Ericsson is seeing a significant increase because users are now connected wherever and whenever they travel. “We’re a telecom company, so we’re early adopters,” he said. “More and more people are turning to Wi-Fi to put an end to unrealistic carrier roaming costs, and we needed a solution that was simple to deploy, easy to use, and solve the problem. We just want it to work. iPass works.”

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