
WHITE PAPER

DataXoom: A Value-Add for Channel Partners and Their Customers

INTRODUCTION



Mobile Data's Fast Track

healthcare professionals monitoring patients in their homes. Frontline sales, field service, transportation, and security are being transformed with tablets, wearables, and cameras with wireless connectivity.

All of these devices are networked wirelessly, and half are connected to cellular networks to enable full range of mobility (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 47 percent will be mobile-connected. It's estimated that mobile data traffic will grow tenfold from 2014 to 2019, representing a compound annual growth rate of 57 percent, according to Cisco's report. By 2019, mobile data traffic will reach 24.3 Exabytes (EB) per month, up from 2.5 EBs per month in 2014. For a point of reference, 5 EBs has been characterized as all the words ever spoken by human beings.

Mobile data is a rapidly expanding portion of IP traffic in an increasingly mobile-first world, with tablets, handheld computers and other connected devices becoming crucial business tools. Companies in every industry are leveraging connected devices to improve customer experiences and optimize their business processes. Examples include retailers using tablets for point-of-sale and inventory tracking on the sales floor and in distribution centers, manufacturers using handhelds on the factory floor, and

*By 2019, there will be
24.4 billion network devices
across the globe and
47 percent will be
mobile-connected**



PROBLEM



Channel Friction

Channel Partners like Value Added Resellers (VARs), Independent Software Vendors (ISVs), and Telecom Sales Agents are facing a challenge when it comes to mobility. Their customers are consuming ever-increasing amounts of mobile data and yet they have fewer—and arguably weaker—mobile data service options. Simply reselling consumer-centric rate plans and services from the major wireless carriers does not

effectively meet the unique needs of mid-market and enterprise customers. Besides, doing so can be fraught with challenges including complex rules of engagement and an unbalanced competitive landscape. It's common for the large wireless carriers to subsidize a customer's hardware to secure new wireless activations, potentially taking money out of the Resellers' pockets. Additionally, "flipping" activations over to the major carriers erases a valuable ongoing service relationship between the Channel Partner and the end customer, as mobile data is

“Customers are consuming ever-increasing amounts of mobile data and yet they have fewer—and arguably weaker mobile data service options”

an ideal offering to embed a Reseller into their customer's IT value chain. Finally, it can be difficult for a Channel Partner to obtain the necessary approvals to sell into many enterprise accounts due to carrier deal registration rules. As such, the channel is often blocked or at best left with insufficient, piecemeal mobility offerings to effectively serve their customers.



NEED



A Channelized Mobile Data Services Partner

What the channel needs is a dedicated partner with a mobile data service offering that is designed from the ground up for the enterprise and packaged specifically for the channel. The service needs to be multi-carrier, and supported by a team of experts available around the clock. Sales, management, and reporting tools should be core components, as should straight-forward pricing and simplified billing services. This new class of wireless service provider must be able to handle gigabytes (not megabytes) of the mobile data their customers are consuming today. It also must easily support various mobile devices such as tablets, mobile Wi-Fi hotspots, wireless routers, and specialty devices that businesses are deploying for use in a myriad of industries.

The channel's customers need best-in-class mobile data services on the best wireless networks spanning multiple regions to support high numbers of mobile users. They also require enterprise management services that make it easy to onboard new users and remove them when services are no longer needed, and reporting tools that make it easier to plan and control costs. The mobile data services also need to be backed by in-depth technical expertise, as well as comprehensive customer support.

Finally, Channel Partners need a mobility partner that can help facilitate their transformation from product resellers to solution service providers as they pursue new opportunities to transition themselves from simple one-time sales to comprehensive bundled service models with recurring revenue streams. Ideally, a mobility provider would also offer its channel partners bill-on-behalf-of services so they have the ability to add other ongoing fees for value-added services like telecom expense management (TEM), mobile device management (MDM), helpdesk services, or other service offerings for their customers. Simply stated, Resellers need a partner that can enable revenue-generating opportunities that they can customize and combine with other service offerings to help differentiate themselves from the competition - and deepen their end customer relationships.



SOLUTION

DATAXOOM is the *Value-Added Mobile Data Services Partner*

DataXoom is a next-generation Mobile Virtual Network Operator (MVNO), with mobile data services designed for businesses and Channel Partners. With its multi-carrier platform there's never a gap in wireless coverage. DataXoom's mobile data pricing options include no-contract pay-as-you-go plans, various gigabyte (GB) plans that pool across all end users, and large terabyte (TB) plans that can be customized to meet the needs of a large customer. DataXoom's online management platform allows clients to easily manage all of their devices across multiple wireless networks. Channel partners can also leverage DataXoom's billing platform, which consolidates multiple wireless bills into a single, simplified one. Combined with a feature-rich mobile app designed specifically for the Resellers' frontline sales teams and a robust channel partner program, DataXoom allows its partners to easily grow an ongoing monthly recurring profit stream.

NO CONTRACTS

NO TERMINATION FEES

ALL-INCLUSIVE PRICING

LOWEST OVERAGE CHARGES

SINGLE ONLINE ACCOUNT

3G, 4G and LTE MOBILE DATA

AVAILABLE NATIONWIDE

A multi-network model with a single unified billing platform.

Having pre-negotiated multi-carrier, wholesale wireless connectivity on the channel's behalf, DataXoom leverages aggressive discount tiers with the carriers. With DataXoom's billing platform, Channel Partners also have the option to add other monthly services onto the monthly bill. DataXoom's unique "Grey Label" pricing option for large volume deals enable a channel partner to package and offer customized pricing and a branded wireless data service as well.



C O N C L U S I O N

Mobile data traffic is at an all-time high and shows no signs of slowing. The growth is being driven by billions of mobile-connected tablets, hotspots, PCs and various handheld devices. However, the lack of enterprise-class mobile data services has left the channel with few options to meet this growth and the emerging needs of its business customers. Businesses need multi-carrier platforms, enterprise tools, single management interfaces, and straight-forward pricing and billing. Businesses also need to handle gigabytes, not megabytes, of the mobile data their workers are consuming every month.

Channel Partners understand that businesses have fundamentally different needs than consumers when it comes to mobility. Until now the channel has had few options beyond the retail offerings of wireless carriers, leaving a massive gap for business-class mobile data services. The majority of options on the market today aren't enterprise friendly, as they often come packaged with multi-year contracts, termination fees, device subsidies, inflexible plans with breakage and overage charges, and weak controls. Making things worse, wireless carriers are backing away from business services by downsizing sales and support teams, and closing call centers. Most MVNO's, which by definition are wireless service providers that do not own and operate their own networks, simply resell wireless access to the carriers' networks. Built to serve consumers only, they are designed to profit on unused airtime and offer pre-paid services to prevent overages.

Channel Partners need an expert partner to deliver enterprise-class mobile data services designed specifically for businesses. With DataXoom, Channel Partners can provide their customers with best-in-class mobile data service across multiple wireless networks with one single and simple account, backed by management, reporting and sales tools, and world-class customer and tech support.

DataXoom is the first business MVNO dedicated to the channel. They continue to evolve and enhance their mobile-first strategy and Channel Partner program to proactively address the growing enterprise demand for mobile data and the channel's ongoing transformation to a service-based business model.

DataXoom is focused on—and invested in—growing its partners' revenue.

