

EXAMPLE OF **ongoing** management



The following is an excerpt of a conversation with a current client:

...(TMR) I have been working with AT&T on a solution to the current data plan "limitations." The introduction of mobile hotspot/tethering with the iPhone 4 and their modification/limiting of data plans to 4GB per month, combined with the initiative to phase out aircards in favor of phone-tethering, poses a potential serious cost issue moving forward. Our experience tells us users will show increased data usage on their mobile phones, and with them no longer having "Unlimited Data Plans", we are exposing users to incur excessive usage charges. We need to craft a message to our users alerting them to this change and to remind them of our policy of not allowing streaming video or other large bandwidth consumption activities.

We also need to reiterate that iPad, iPhone, Droid and other internet capable devices are bound by our acceptable use policy. When the AUP was first published, Smartphones/iPhones were not internet capable. Now that they are. We need to revise the acceptable use policy and include in it language for excluding song lyrics (or ringtones) which include explicit language or otherwise violate our principles, as well as restate that use of any corporate device or personal device used in a company setting or while wearing company apparel is bound by the AUP.

...at TMR, our mobility management team is on the lookout for subtle changes that can have not-so-subtle impact on your business. Who's looking out for these at your company?

TMR – Telecom Management Resources

31275 Northwestern Highway, Suite 230

Farmington Hills, MI 48334

Office: (248) 671-2161

Fax: (248) 855-1875

mobility@ask4tmr.com

www.ask4tmr.com

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