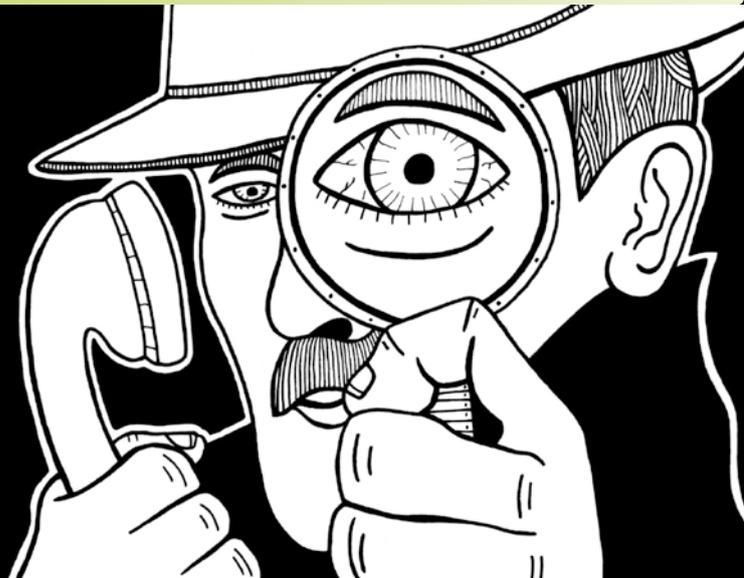




Mystery Caller



Mobile data security is a growing concern to many businesses, especially those that subscribe to the BYOD model. What do you do if one of your employees loses their phone with sensitive company data saved on it? Even worse, what happens if a disgruntled employee leaves your organisation and still has access to your company data? Our mystery caller is worried that this BYOD trend may come back to bite him in the future and is asking questions surrounding how to secure employee phones and ensure, in the event of a lost phone his data is still safe.

Businessmobiles.com

I came across Businessmobiles online and thought this would be a good company to start with. After I got through to someone it became a bit of a mess. I was transferred to a automated switchboard and put on hold...mmmm. I got through to Ama in customer services who gave me some solid advice but pointed me in the direction of one of their technical team. Unfortunately there was some sort of technical issue and I had to have a call back. Jav called me back very swiftly and was immediately friendly and helpful. Jav knew the problem I had and instantly offered some ways of getting around it. Consistent with the advice from Ama I was advised I need to get all my business contracts under one umbrella contract and with new devices I could ultimately control what they could use and monitor their usage of calls and minutes. Jav ran me through all the benefits of going down this route including being able to wipe handsets clean if they went missing to being able to lock phones down if an employee left. Jav's advice was Blackerry's were the most secure devices but this could be done on an iphone device if needed. Jav also explained where he would add value if I went through him and not the operators directly. I would deal with two people in his organisation and my staff could call him directly with issues instead of coming through me. This last point was the most impressive part of my chat with Jav.

Scores

Helpfulness - 4/5

Knowledge - 4/5

Sales Technique - 4/5

Manner - 3/5

Understanding - 3/5

Clarity - 4/5

Total 22/30

A good score in spite of their telephony issues. It doesn't inspire me with confidence when a company that specialises in communications can't even sort their own system out. Despite this the experience with actual people was a positive one. Jav gave me some excellent advice and knew what he was talking about. He called me back after our conversation with several offers and prices that would suit my needs. I also got a follow up email shortly after explaining what was said and to expect another email in a short while. Explaining where the value was by going through Businessmobiles.com rather than the operators directly was brilliant. If you add value to a deal then you must explain how so that customers don't go to operators directly. In our current economic climate people like Jav are employees you want to hold on to. Clued up and helpful.

Highlights:

Excellent knowledge, very clear and followed up well. Good sales technique.

Lowlights:

Messy beginning with transferring of calls and technical hitches at their end.

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Fleet Mobiles

I rang direct and got through to a Lisa that offered me a little advice but suggested I really needed to speak to one of the technical team. This was another call back but it was still fairly swift. Alan called me and chatted briefly about a couple of products that may be of use. Again, the predominant advice was it would be easier to buy new devices but there was another way. Alan introduced me to a product called Airwatch which would handle all of my needs. The only issue with this route was that it may be expensive and not really worth it for a smaller company. The software would give me ultimate control of my employees devices and it would be secure. Alan also said I should look at my server as some Microsoft products have the ability to wipe data from devices remotely and I may not even need to part with any of my hard earned imaginary cash. Alan was helpful and polite but I think I was probably a bit small time for his company. He said I could call him any time if I had any questions.

Scores

Helpfulness - 4/5

Manner - 3/5

Knowledge - 3/5

Understanding - 3/5

Sales Technique - 2/5

Clarity - 3/5

Total - 18/30

Alan was polite but could have given me more. At times I felt like I was leading the conversation and prompting him for answers. I think this may be a result of my business being a bit on the small size for Alan yet he still gave me some sound advice. The software Airwatch would have done the trick but it is mostly designed for the enterprise. There are alternatives for the SMB out there... I just want someone to try and sell them to me! Alan left himself open for further questioning in the future and offered to investigate further should I wish to proceed. Alan told me to check what my servers were running because some Microsoft software has some of the functionality I was after built in already.

Highlights:

Offered good suggestions to the immediate problem and not just suggesting I buy all new devices. He even offered advice that may even take business away from him.

Lowlights:

I wasn't quizzed too much about my business and what I actually needed.

Skyblue

I got another call back from Skyblue and I spoke to a Julie. Julie asked me some good standard questions about my current set up and how my employees are currently accessing our servers. Julie was very helpful and suggested if they were going through a VPN then all I would need to do is change the password if one of my employees left. This was a good easy solution to one problem but I was more concerned about the data that might be stored on any mobile device. All my staff were using personal devices but she wanted to highlight there may be some legal implications in wiping data from someone's personal phone and I should probably contact Ofcom to find out more. Julie told me usually when people want this level of control over their corporate data then they go down the business contract route. This was going to involve another call back from a member of the mobile team. Unfortunately this still hasn't happened yet.

Scores

Helpfulness - 2/5

Manner - 3/5

Knowledge - 4/5

Understanding - 3/5

Sales Technique - 1/5

Clarity - 3/5

Total - 16/30

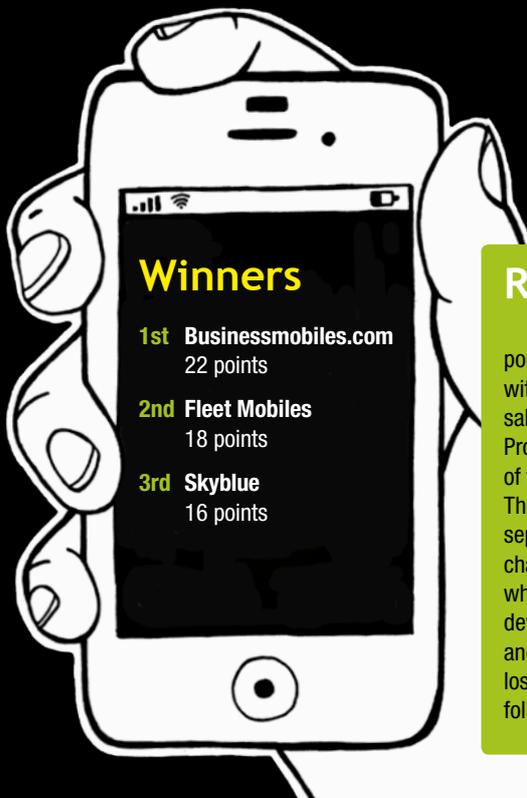
Although Julie had some good knowledge she indicated that really she should be dealing with my IT department directly to avoid any confusion. Good advice was given but it was only after a bit of hinting that she offered to put me through to someone that could give me the lowdown on new devices. Apparently the person I needed to speak to was busy but would be able to give me a call back the next day...this didn't happen. Sales Technique has been marked accordingly.

Highlights:

Good knowledge and suggestions of ways I could protect my data with my current set up

Lowlights:

Not too forthcoming about possible alternatives.
No follow up.



Winners

- 1st **Businessmobiles.com**
22 points
- 2nd **Fleet Mobiles**
18 points
- 3rd **Skyblue**
16 points

Round up

Talking to various types of businesses the issue of mobile device management/ security is starting to pop up more and more. As the BYOD train chugs on business owners are under pressure to provide workers with easy access to company data when they aren't in the office. This is all well and good until one of your salesmen gets pinched by a competitor or your office junior loses their phone whilst out on the razzle. Protecting your company data is essential and getting around the problem, whilst still taking advantage of the BYOD phenomenon is possible but you wouldn't really have thought so speaking to this group. The overwhelming advice was to encompass all of my employees under one business contract and issue separate devices. However, a few people actually offered me advice that would actually not require any changes in my setup and would be virtually free. By far the best sell came from Jav at mobilebusiness.com who not only ran down my options but highlighted the other benefits of consolidating my workers mobile devices. He also came back to me in swift fashion and explained clearly the benefit of going through him and not directly through the operators. This is an important point as increasing amounts of business is being lost by people going online and by-passing the reseller for cheaper deals. I was concerned by the lack of follow up by some companies, clearly the economy isn't quite as tough as I thought.