

# CASE STUDY

## at a Glance

### Challenges

- Manage a rapidly expanding mobile device program without adding headcount
- Free up staff to focus on core business activities
- Outsource device management in a manner that is transparent to end users

### Results

- Device management outsourced and resources re-deployed
- Unexpected cost reduction of 11% per-device realized

**Baker Tilly Virchow Krause, LLP** frees up internal resources and achieves cost savings

**Solution:** Runzheimer International's Mobile Watch Services™

## Situation

Hidden value can be a powerful thing—like the “secret prize inside” that has made Cracker Jack® a household name for nearly a century.

These days, hungry snackers are not the only ones thinking about hidden value. Business people seek it, too. “Everyone is looking for ways to do more with less,” says Allen Smith, chief information officer at Baker Tilly Virchow Krause, LLP, the nation’s 16th largest accounting and advisory firm. “We’ve built our success by helping organizations find hidden value, and showing them how to turn that into productive assets.”

Recently, Smith faced the same challenge in his own department. He needed to get more from his existing staff. “Baker Tilly is growing,” he explains. “More consultants and support staff mean more mobile devices to manage.”

Diverting resources onto mobile device management did not support the company’s core mission. “We weren’t going to help solve clients’ problems by reviewing cell phone bills,” says Smith. “We needed to free up people for more important deliverables.”

Outsourcing was the answer. “Our goal was very specific, to re-deploy resources and reduce administrative time,” says Smith. “But most device management outsourcing providers focus on cutting costs. That’s not what we were looking for.”

Smith reached out to Runzheimer International and found the needed approach. “They really listened,” he says. “They helped us identify our own hidden value—all the staff time we were bleeding for mobile device management. Then they showed us how they could shoulder that load in a way that would be affordable, and seamless to our internal users.”

## Solution

To help Baker Tilly re-deploy its resources, Runzheimer tailored a mobile device management outsourcing solution based on its Mobile Watch Services™. With Mobile Watch, organizations are able to achieve productivity improvement of 50% - 90%, direct mobile device cost savings of up to 25%, plus significantly faster service levels to end users.

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## client Success

*“They tailored their approach to help us off-load program management tasks. The cash savings on top of that was like an unexpected gift.”*

~ Allen Smith  
CIO  
Baker Tilly Virchow Krause

This outsourcing solution provides trained experts, best practices guidance, cloud-based tools and easy-to-understand reporting, including:

- An assessment to identify process improvement and savings opportunities
- Expense management services to optimize the monthly wireless plan and identify mobile device cost savings recommendations—all visible in a web-based portal
- Invoice automation and monthly reconciliation, including cost center charge-backs which feed into accounts payable systems
- Accelerated order management services, with order status viewable online
- Flexible management reporting to track progress and identify corrective actions.

## Results

We’ve surpassed our goals,” says Smith. “People have been re-focused onto core business activities. Plus we achieved an additional benefit that wasn’t expected.”

The additional benefit was cost reduction. According to Smith, “After Runzheimer International developed their plan to free up our time, they added cost savings to the discussion.” Financial benefits were not on Smith’s original wish list, “but they looked at our data and came to us with a saving target they felt they could hit. And they did hit it. We saw our per-device cost drop nearly 11%.”

“This worked because Runzheimer International listened,” says Smith. “They tailored their approach to help us off-load program management tasks. The cash savings on top of that was like an unexpected gift.”

“We help our clients find hidden value,” says Smith. “At Runzheimer, the value is right there for anyone to see. They do what they say, when they say, and at the price they promise.”

“It’s amazing how many times people don’t understand the power of that simple, three-part formula,” he adds. “Runzheimer International gets it. They’re very, very good at what they do.”

## About Runzheimer International

Founded in 1933, Runzheimer International serves 60% of the Fortune 500 and numerous government agencies. Recognized for providing innovative solutions relating to Total Employee Mobility®, Runzheimer International is the global leader in workforce mobility programs including business vehicles, logistics, business travel, corporate aircraft, employee relocation and compensation, and mobile device management.

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