

Publication date:

29 Jan 2021

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FreeMove aims to help
multinational
corporations manage
mobility more
efficiently

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Omdia view

Summary

FreeMove recently shared with Omdia how it plans to further help multi-national corporations (MNCs) simplify and streamline how enterprise mobility complexities are managed. This report discusses key highlights from that briefing session, including FreeMove's plans around IT Service Management (ITSM) solutions integration, and the progress made around new partnerships.

Freemove is simplifying mobility for multi-national corporations

Supporting a mobile workforce is critical to the way that modern organizations operate. However, this has become a complex issue as organizations look to implement their digital transformation strategies. This is especially true for large multi-national corporations that often have fragmented mobile service investments across different geographies. For employees, a lack of connectedness and system integration when it comes to business mobility can negatively impact their productivity. FreeMove was formed to support businesses in reducing the complexities associated with enterprise mobility, specifically by ensuring that MNCs can deliver the coverage employees need to work more efficiently across different geographies. FreeMove synchronizes the expertise and capabilities of four major mobile operators in Orange, Deutsche Telekom, Telecom Italia, and Telia Company. FreeMove helps multinationals reduce overall mobile costs through centralized service procurement, offers a mobile network that spans over 100 countries, and helps remove complexities businesses encounter in managing a mobile fleet across different geographies. By partnering with a single provider like FreeMove, MNCs also benefit from centralized mobility management and support for employees across the organization. In late 2020, Freemove also launched a new Standard Response tool developed to help MNCs with smaller fleets by offering commercially attractive and competitive mobile subscription proposals. Often, multi-national customers experience difficulties in subscribing to competitive offers when they have smaller fleets in some countries or distributed in different countries. Freemove has introduced Standard Response to help deliver more competitive offerings for more MNCs and to also make the process of subscribing to them less cumbersome.

How ITSM is helping make mobility management more efficient

ITSM solutions have evolved far beyond their IT support roots. Platforms such as ServiceNow are increasingly offering a broad range of different capabilities that serve the needs of not only the IT departments, but business functions such as HR, facilities management, finance, and customer services. One vertical use-case that service management vendors such as ServiceNow have invested heavily in over the past 18 months is that of Telecom Digital Transformation.

Digital workflows, e-bonding, and process automation capabilities offered by service management platforms are helping CSPs and providers of managed mobility services improve efficiencies and the service experience delivered to customers.

FreeMove and its members are also capitalizing on this opportunity through their own solution that will align different member platforms and subsequently integrate ITSM capabilities into FreeMove's mobility service. The solution will enable FreeMove customers to manage mobility services centrally via their own ITSM instance throughout the FreeMove footprint in a completely transparent and harmonized way. Through e-bonding or integrating this solution via APIs to customers' ITSM, (ServiceNow or any other), , FreeMove will also be able to create digital and automated workflows that will improve the delivery of important processes, such as provisioning and incident management.

The focus on service management is encouraging, as it will help FreeMove offer additional customer value. Additionally, and in time, it will enable FreeMove to act as a more strategic business partner for customers, specifically as it will be better positioned and enabled to support customers in overcoming the many complexities associated with enterprise mobility initiatives.

FreeMove has made good progress in onboarding Swisscom as a new partner

Early in 2020, FreeMove announced that it has signed a partnership agreement with Swisscom. FreeMove's partners, of which Swisscom is now one, enable the company to provide services in areas other than those covered by its core members. In addition to Swisscom, FreeMove also partners with other notable mobile operators, including T-Mobile US, British Telecom, and the Bridge Alliance. Since being announced as a partner in early 2020, Swisscom has now been fully onboarded by FreeMove, with alignment in place between the two companies. Swisscom's integration with FreeMove's Central Report module now provides MNCs with Swisscom data through a portal that delivers a single view of mobile costs and usage. Through its partnership with Swisscom, FreeMove believes this will help further grow both market awareness of FreeMove, whilst also helping improve adoption and revenue associated with its services.

Appendix

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Omdia consulting

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