



CNN

Reducing Unnecessary Costs with a Robust Managed Mobile Framework



Client
CNN

Sector
Global News

Services Provided
Bespoke Managed Mobile Solution

Profile

Spectrum has been working with global news media giant CNN for more than ten years, helping it to save money and achieve greater efficiencies through the deployment of innovative managed mobile solutions.

Founded in the US, in 1990, CNN was the first television channel to provide 24-hour rolling news coverage. It is broadcast to households in 212 countries around the world, as well as online.

In the UK, it has a large team of reporters and correspondents based across the UK bringing the latest breaking news and ongoing coverage of the big stories of the day.

CNN relies heavily on its global team of news professionals to produce multimedia content for broadcast.

As such, having global access to reliable voice services and fast data connectivity via the mobile network is crucial to CNN's team, both in the UK and around the world.

Results

- £750,000 saving on roaming data alone
- 35% overall cost saving
- Reduced bill shock
- Stabilised bills for the new contract term
- Futureproofed mobile strategy

The Challenge

Spectrum worked in close partnership with CNN to understand its challenges and objectives, to ensure we developed and recommended the right mobile telephony solution.

It has a team of news professionals based across the UK producing multimedia content for broadcast across CNN's multiple channels and, as such, relies heavily on effective voice services and fast data connectivity via mobile.

Because of the fast-paced nature of the global breaking news agenda, CNN's previous blend of individual roaming data tariffs for each user made it difficult to forecast individual usage, especially as users could be travelling to different countries at short notice to report on breaking stories.

CNN wanted a solution that essentially reduces costs for roaming data and voice, while also limiting exposure to high charges without restrictions when users travel globally.

Spectrum's Approach

Spectrum Telecoms worked with CNN and liaised closely with CNN's chosen business mobile provider, to improve its voice roaming rates in the zones where CNN has high usage and designed a bespoke custom stepped data roaming solution.

Solution

- Competitive custom bespoke roaming data tariff
- Advanced Super Fast4GEE Network
- Technology Fund & on-going rebate
- Managed Mobile Service - complete service wrap
- 400+ mobile voice connections
- Dedicated End User HelpDesk Centralised and co-ordinated control of activities
- Access to SpecBill - Customer Management Portal
- Spectrum technology ecosystem & enhanced Services
- Pro-active advanced reporting

"We have worked with Spectrum for a number of years and they have always taken a collaborative and innovative approach to finding the best solutions to our mobile requirements."

Rick Greenfield, CNN
Senior Business Operations Manager EMEA/APAC

The Results

CNN has enjoyed the benefit of a bespoke, scalable worldwide roaming data solution which has stabilised its bills to reduce billing shock and help it budget and forecast more effectively.

As a result of this custom tariff, Spectrum has delivered significant cost savings of around £750,000 on roaming data alone, delivering against CNN's complex requirements efficiently and affordably.

The flexible nature of this solution means that CNN's users are free to roam globally without restrictions to any country where EE has roaming agreements in place, providing significant cost saving and more reliable budgeting.

This solution limits CNN's exposure to high roaming data charges without limiting user access, futureproofing CNN's mobile strategy and providing additional peace of mind.



Be better. Always.

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