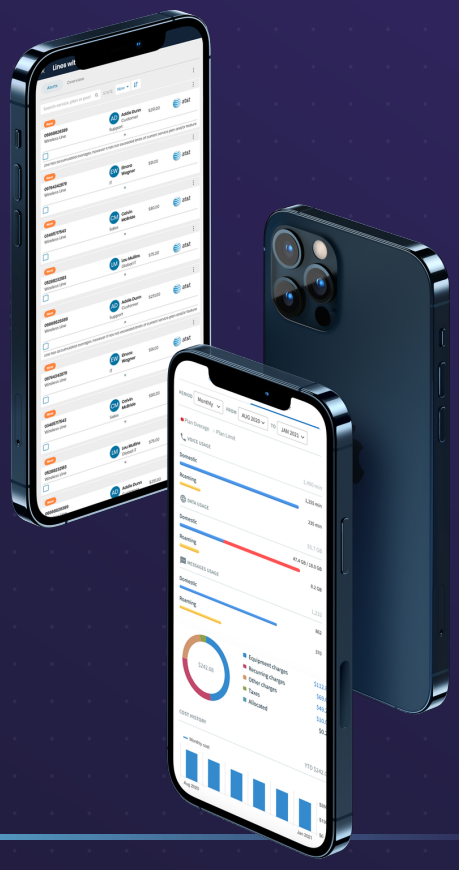
brightfin

CASE STUDY

CUSTOMER STORY · MOBILITY PLAN OPTIMIZATION

The carrier said "set it and forget it." The usage data said otherwise.

How a global automaker stopped paying for unlimited data on the lines that rarely used it, and saved $210K a year.



ANNUALIZED SAVINGS

$210,000

VERIZON	AT&T	COMBINED
$7,000/mo	$10,500/mo	~$17,500/mo

AT A GLANCE

INDUSTRY	THE PROBLEM	CARRIERS	THE FIX
Global automotive	Unlimited plans on every line	Verizon & AT&T	Usage analysis + reopened data pools

THE CHALLENGE

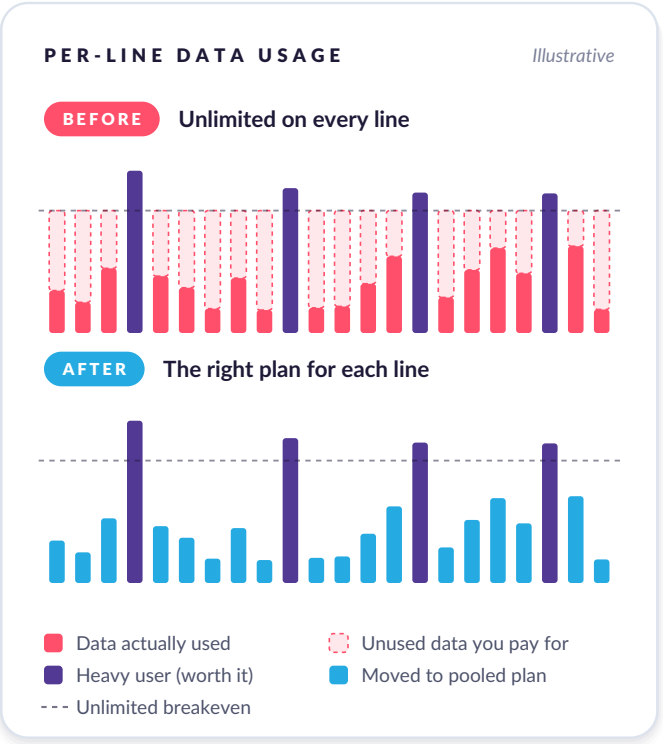
One plan for every line. One big blind spot.

A global automotive giant moved its mobile fleet to **unlimited plans on its carriers' recommendation**. The carriers pitched one-size-fits-all as "set it and forget it," and it looked attractive for simpler maintenance and up-front cost savings.

Brightfin raised a concern. The fleet's usage was anything but one-size-fits-all.

THE HIDDEN COST

A sizeable portion of lines **rarely exceeded the data thresholds** needed to get value from an unlimited plan, making those plans financially inefficient.



WHAT BRIGHTFIN DID

Let the usage data choose the plan.

01

Consult

We studied the fleet's diverse usage patterns and made the case that a tailored approach would deliver better financial and operational results.

02

Analyze

We compared the blanket unlimited proposal against long-term historical usage trends for every user, line by line.

03

Reopen data pools

We added the flexibility to switch low-usage lines to cost-effective pooled plans whenever they need it.

Continuous, not one-and-done. By analyzing line usage and carrier plan offerings on an ongoing basis, Brightfin calculates **the exact point where an unlimited or pooled plan becomes most cost-effective** for each line.

THE RESULTS

Immediate, substantial savings.

By reopening data pools, Brightfin delivered significant savings on both carriers, starting right away.

ANNUALIZED SAVINGS

$210,000

saved every year by moving low-usage lines off unlimited plans and back into data pools.

SHARE OF MONTHLY SAVINGS



Verizon $7,000 AT&T $10,500

SAVINGS SUMMARY	2 CARRIERS
Verizon, saved per month	$7,000
AT&T, saved per month	$10,500
Combined, per month	**~$17,500**
Annualized savings	**$210,000**

WHY IT WORKED

Analyze usage patterns

to unearth hidden costs and identify underutilized resources.

Customize solutions

with tailored plans for real business needs, not one-size-fits-all.

Actively monitor & adjust

pivoting proactively as usage changes to maximize savings.

> **Workforce needs are complex and always changing. Optimizing telecom spend takes data-driven insight and continuous monitoring that evolves right along with them.**

IS THIS HAPPENING IN YOUR FLEET?

3 signs unlimited could be costing you

- ☐ Every line sits on the same plan, no matter how much data it actually uses.
- ☐ Plans were picked on carrier recommendation, not your own usage history.
- ☐ No one re-checks plan fit as usage shifts from month to month.

Is unlimited overkill for your fleet?

Let Brightfin evaluate your carrier spend and show you what it's hiding.

Book a 15-min call →

Results reflect this customer's environment; savings vary by fleet size, carrier mix and usage.

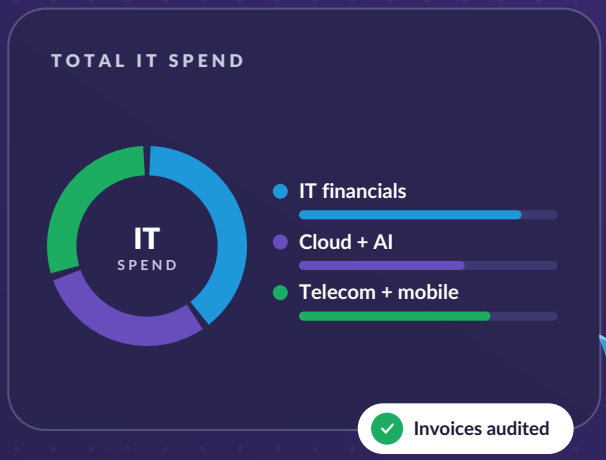
Want a quick estimate first? Try the Telecom Overcharge Calculator.

brightfin

ITFM + FINOPS + TEM

See clearly. Spend better.

Total spend intelligence to plan, control, and prove the value of every technology dollar.



THE PLATFORM

Complete spend visibility

ITFM
IT Financial Management

Budget Clarity
Budgeting, workflows, variance, and forecasting

Cost Clarity
Cost modeling workflows, unit costs, and TCO

Chargeback Clarity
Chargeback and showback reporting

FINOPS
Cloud & AI FinOps

AI Clarity
Token-level AI spend governance

Cloud Clarity
Cloud spend ownership and allocation

TEM + MMS
IN THIS STORY
Telecom & Mobility

Telecom Clarity
TEM workflows, invoice Q&A, audit, and insights

MMS Clarity
MMS workflows, audit, and insights

WHY BRIGHTFIN

AI-native
First AI-native cost optimization

ServiceNow-native
Built in, not bolted on

Managed services
Experts deliver the results

Proven at scale
$14.8M in chargebacks on time

Let's talk.

See what Brightfin can save you.

Request a demo

brightfin.com/request-a-demo