

# Outsourcing sales and success with IoT solutions



## Business needs

A better way to operate and manage thousands of tablets in the field

## Networking solution

AT&T Control Center Internet of Things solution helps manage mobile connectivity; AT&T Business Fiber® delivers high-speed internet service

## Business value

Reliability, security, and cost savings

## Industry focus

Outsourced direct sales and marketing

## Size

3,000 independent sales agents across more than 300 locations

## About Credico

Credico provides direct marketing and sales services to non-profit, mid-market, and Fortune 150 companies. Their network includes more than 300 subcontracted, independent sales offices nationwide serving a range of industries, including telecommunications, energy, and charitable organizations.

## The situation

As Credico expanded its sales reach, managing thousands of tablets became a challenge. Their previous network provider struggled to meet service requirements. Credico also racked up high overage charges when agents used tablets for non-work activities. They needed a solution that would enable Credico to easily manage network connectivity and firewalls to limit personal use.

## Solution

Credico chose AT&T Control Center as their Internet of Things (IoT) solution for its comprehensive network management capabilities. At the home office, Credico relies on AT&T Business Fiber® for secure, high-speed internet service for daily operations and to connect with independent sales offices.

## Investing in technology

Credico boosts sales for its partners' products and services, creating a connection between companies and their customers.

As Chief Technology Officer Jon Bromling points out, Credico relies on connectivity solutions to put major brands in touch with one of its more than 300 subcontractor offices around the country. "We're constantly running 2,500 to 3,000 tablets with different apps out in the field every day, with a data line that is secured and protected by the various systems that AT&T helped us set up," he said.

He's proud of the fact that Credico is committed to staying on the cutting-edge using solutions that include AT&T Business. "We're constantly investing in technology and trying to find a better, more optimal way of doing things," said Bromling.



**"The IoT platform and solution that AT&T brought to us was unlike anything else on the market."**

**Jon Bromling**  
Chief Technology Officer, Credico

Credico recently moved to AT&T Business because its former provider could not keep up with their needs. "The reason we're at AT&T right now is because there was literally no way our previous provider could offer the product that AT&T brought us. The IoT platform and solution that AT&T brought us was unlike anything else on the market."

## Securing tablets more...securely

Despite their success, keeping track of thousands of tablets in the field was tricky before AT&T Business entered the picture. When devices were lost, Credico had to shut down connectivity and activate new licenses.

"We were being hit with charges for line swaps, buying new SIM cards, and shipping out new SIM cards. People could literally take out the SIM card, put it in another device, and run up a one hundred gig weekend by watching streaming services," Bromling said. Aside from the cost and inconvenience of managing tablet operations, Credico also needed to secure them so sales staff could only access work-related websites.

## Changes for the best

Credico is a long-time customer of AT&T Business. They've been using AT&T services for more than a decade. Recently, they ended their relationship with their previous provider and moved their entire fleet of mobile devices to the AT&T network.

According to Inventory Control Manager Blake Kopach, they couldn't manage the firewall with their old provider, which prevented them from limiting website access. Now they can control traffic across their entire network and manage the firewall too. "With AT&T, if a client has a new release of an app or web URL, we can go ahead and whitelist that right away with no issues. It's instantaneous, so that was a huge win," he said.

Credico uses AT&T Control Center for their IoT solution. It lets them manage the lifecycle of their SIMs and significantly reduces the time it takes IT staff to manage tablets. "Having the ability to turn SIMs on and off has been huge in terms of shipping costs. General management is easier. We don't have to send out a new SIM, wait for it to arrive, and then insert the SIM into the device. If a line hasn't shown usage for a couple of months, we can just turn it off. If the device pops back up, we can turn it right back on for them," Kopach added.

Credico also uses AT&T Business Fiber to deliver high-speed internet service, generating significant savings. “We went from paying \$3,000 a month per location for our corporate internet to \$250 a month per location when we switched to AT&T. And it has never gone down at any of our sites,” Bromling said.

## Saving time and money

Credico continues to be impressed with AT&T Business solutions and the benefits they bring. “Data overages are essentially non-existent since we have that control in place to manage the firewall. Being able to manage the firewall is a significant time saver for scenarios where a client adds something at the last minute and personnel are going into the field that morning,” Kopach said.

**“The benefits with AT&T have been huge. Data overages are now essentially non-existent for us, since we have that control in place to be able to manage the firewall.”**

**Blake Kopach**  
Inventory Control Manager, Credico

With AT&T Control Center, Credico tablets are equally easy to manage. “You can set rules in the Control Center to prevent a device from going too high on data usage, so that's been a huge cost saving for us,” said Kopach. This level of flexibility can save Credico tens of thousands of dollars a day in lost revenue. Without it, a sales campaign could be delayed for days. Now they can act immediately.

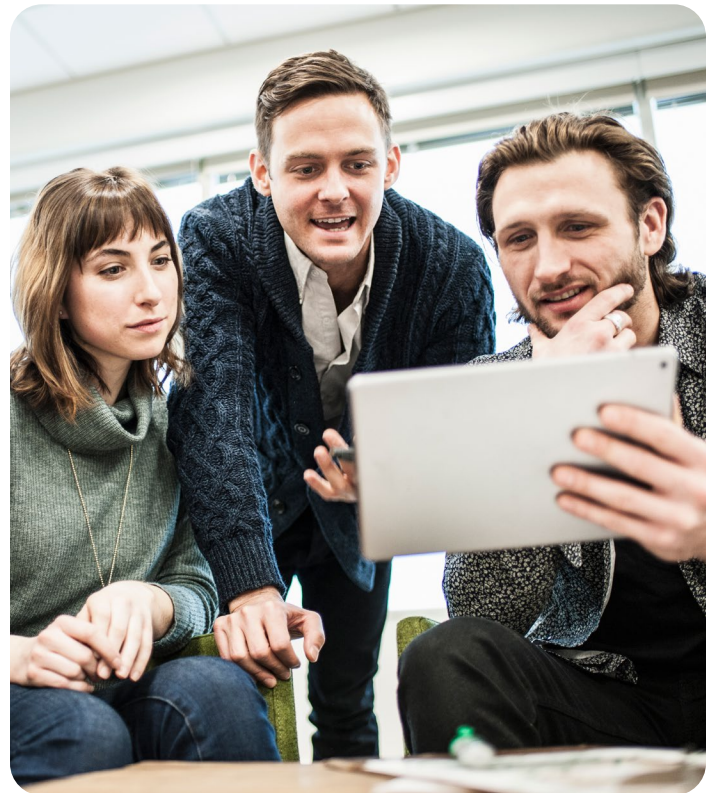
Bromling is also pleased with the time savings. “When we had an overage to react to, just the sheer amount of analysis and reporting wasn't an easy thing,” he said. Since switching to AT&T Business, they no longer have an overage process. This benefits everyone, from the finance team to IT and operations.

Line costs are much lower too. “We were working to try to replicate this solution with the other provider, but it didn't work well, which is why we ended up at AT&T. And the solution is much better with AT&T. We saved at least 30% in raw line costs, plus all the other benefits. Our previous provider could not match the cost or the benefits,” Bromling said.

## Getting rid of outages

Consistent performance means teams no longer worry about unexpected outages or troubleshooting. This reliable dependability enables Credico employees and agents to focus more on driving business growth and less on IT problems, contributing to a more productive and stress-free environment.

“From a reliability standpoint, a hundred percent thumbs up,” Kopach said. “We've never had an issue, even with ordering new SIMs.” Bromling agreed. “We have other platforms that come in and out, but we knew this one could never go down, and it hasn't. AT&T has kept it completely reliable.”



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## Collaborative design is key

Although Bromling knew they needed to move away from their previous provider, he and his team came to AT&T Business without knowing how to solve their problem. From the very beginning of their relationship with AT&T Business, system design was a thorough and consultative process.

“We knew what we had with our former provider wasn't working for us,” Bromling said. “AT&T brought six to eight people to the table, and we went through multiple iterations until we landed on this perfect design. The AT&T team really listened to what we were looking for and all our requirements, and they met them in an incredible way,” he said.

The AT&T Business team customized the solution to meet Credico's needs and eliminate specific problems. “The system has been perfectly designed and tuned,” said Bromling. “And then on the back end, the platform and infrastructure as a service has been perfectly managed.”

## Bringing it all home

In rolling out the solution, the implementation process was critical, but ultimately very effective. Bromling praised the work of the AT&T Business representative who spearheaded the process.

“She not only helped bring together the team and design this solution properly, but she's actually a subject matter expert. I would like to emphasize that individuals can make a significant difference in cases like this, where someone becomes a critical asset through the entire lifecycle of the project.”

For Credico, every day presents a new challenge, along with new goals to drive their business forward. “Working with teams and innovating, as we did with AT&T to solve those problems, is always exciting and really my favorite thing,” Bromling said.