



3G Phone Proposal

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Executive Summary

Overview

Due to recent technological advancements and requirements for increased connectivity and communication, the Technology Team has researched several 3G cellular phone solutions that would provide increased communications, calendaring, and wireless internet capability both in and out of the office.

3G cellular phones are phones that have reached "Third Generation" in terms of technological advancement. Typically, phones are considered "3G" if they are able to transfer internet data traffic at near broadband speeds. Since many of the services Children's Campaign, Inc. provides is done using the Internet, the 3G phone specification is a requirement to meet our needs.

The Technology Team has taken the following factors into consideration:

- Send and receive email directly from telephone
- View Microsoft Word, Excel, and Adobe PDF documents
- View and create events on Google Calendar
- View and create Google Documents
- Instant message employees through Google Talk
- Connect to the internet on the phone
- Connect to the internet on laptop utilizing wireless card or tethering ability
- Ease of use

Telephone makes and models are dependent on the cellular phone provider. For assurance of complete coverage across the nation while traveling, Sprint and AT&T have been researched due to their established network presence. The following pages show a breakdown of the two service provider's expenditures and monthly fees.

Currently, Roy Miller utilizes two separate Sprint/Nextel accounts. One account is purely for voice and general cellular phone usage while the other account is utilized for wireless broadband for internet access. He currently utilizes a PC Card to interface with his business laptop to connect to the internet.

Linda Alexionok is reimbursed \$40/month for her personal cellular phone plan. However, usage relating to Children's Campaign-related activities averages \$140 per month. Linda does not utilize any form of wireless broadband access. To achieve an internet connection, Linda currently relies on free wireless hotspots while traveling.

In order to stay connected while traveling or when out of the office, an upgrade is needed. Increasingly, Linda requires immediate access to her IAMFORKIDS email and calendaring, as well as the ability to immediately text-message legislative contacts.

Another benefit to the proposed solution is security enhancements. Wireless hotspots are popular venues of attack among business travelers. Utilizing a personal, paid mobile broadband connection, rather than relying on free wireless hotspots while traveling to conduct business affairs is a vast improvement in maintaining data confidentiality security.

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Current Monthly Phone Expenses

The following are current expenditures relating to wireless usage.

Description	Quantity	Unit Price	Cost
Roy Miller			
Nextel "99.99 Unlimited Plan" for 727-224-7274	1	\$99.99	\$99.99
Nextel "Unlimited Nationwide and International Direct Connect"	1	\$20.00	\$20.00
Nextel "Free Long Distance" Addition	1	\$10.00	\$10.00
Nextel "Direct Protect" Phone Insurance	1	\$4.95	\$4.95
Nextel Equipment Service & Repair Program	1	\$4.00	\$4.00
Nextel "Connection Card Data Plan" for 727-482-6396	1	\$79.99	\$79.99
Linda Alexionok			
Cell Phone Reimbursement*	1	\$40.00	\$40.00
			Subtotal
			\$258.93
		Approximate Federal and Local Taxes	15.00%
			\$38.84
			Average Total Monthly Expense
			\$297.77

**Linda Alexionok is reimbursed \$40.00 monthly for her personal cellular phone bill. However, usage relating to Children's Campaign-related activities averages \$140 per month.*

Proposed Monthly Phone Expenses - Sprint Solution

The proposed Sprint solution upgrades the existing plans to new, revised plans that offer reduced costs for multiple users. Sprint's new "Simply Everything" Shared Plan will save each line \$5/month over a single user plan. This reduces the monthly voice fee by \$10 total.

Sprint's "Simply Everything" Plan features:

- Unlimited anytime minutes
- Unlimited nationwide long distance, voice, and no roaming charges
- Unlimited text messaging
- Unlimited internet/data through phone
- Unlimited "direct connect" for instant talking with other direct connect users



Because we already utilize Sprint, upgrading the existing plan as well as utilizing Roy's existing mobile broadband card will result in reduced initial hardware costs.

Sprint Initial Expenses

Description	Quantity	Unit Price	Cost
Blackberry Curve 8330	2	\$569.99	\$1,139.98
Sierra Wireless Compass 597 Data Connection for Linda's Laptop	1	\$249.99	\$249.99
Less Instant Rebates			-\$939.99
Less Mail In Rebates			-\$250.00
		Subtotal	\$199.98
Total Initial Expense			\$199.98

Sprint Monthly Expenses

Description	Quantity	Unit Price	Cost
Roy Miller			
Sprint "Simply Everything" Shared Plan for 727-224-7274	1	\$94.99	\$94.99
Sprint "Mobile Broadband Connection Card Plan"	1	\$59.99	\$59.99
Linda Alexionok			
Sprint "Simply Everything" Shared Plan for 850-566-1385	1	\$94.99	\$94.99
Sprint "Mobile Broadband Connection Card Plan"	1	\$59.99	\$59.99
		Subtotal	\$309.96
	Approximate Federal and Local Taxes	15.00%	\$46.49
Average Total Monthly Expense			\$356.45

Proposed Monthly Phone Expenses - AT&T Solution

The proposed AT&T solution replaces the existing Sprint/Nextel plan utilized by Roy. AT&T's "FamilyTalk Nation" Shared Plan is 199.99 for two lines. Compared to the Sprint solution, this plan costs \$10 more per month.

AT&T's "FamilyTalk Nation" Plan features:

- Unlimited anytime minutes
- Unlimited nights and weekends
- Free long distance
- No roaming charges



For wireless broadband internet needs, there are two options available:

1. Utilize the phone itself as a tethering device, allowing it to act as the connection method to the internet. The downside to this method is that the phone will need to stay attached to the laptop while it is being used as a connection. No voice calls can be accepted while connected to the internet.
2. Purchase two new data connection cards that function on AT&T's network for both Roy and Linda's laptops. Taking into consideration the need to be available at any time, this option is preferred. Below, the costs have been factored in.

AT&T Initial Expenses

Description	Quantity	Unit Price	Cost
Blackberry Curve 8320	2	\$249.00	\$498.00
Sierra Wireless AirCard 881	2	\$100.00	\$200.00
Activation Fees	2	\$36.00	\$72.00
Less Mail In Rebates			-\$400.00
		Subtotal	\$370.00
		Total Initial Expense	\$370.00

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AT&T Monthly Expenses

Description	Quantity	Unit Price	Cost
Roy Miller			
AT&T "FamilyTalk Nation Unlimited" Plan	1	\$99.99	\$99.99
BlackBerry Personal Bundle for Data/Messaging on Phone	1	\$50.00	\$50.00
AT&T "DataConnect" Data Plan for Laptop	1	\$60.00	\$60.00
Linda Alexionok			
AT&T "FamilyTalk Nation Unlimited" Plan	1	\$99.99	\$99.99
BlackBerry Personal Bundle for Data/Messaging on Phone	1	\$50.00	\$50.00
AT&T "DataConnect" Data Plan for Laptop	1	\$60.00	\$60.00
		Subtotal	\$419.98
	Approximate Federal and Local Taxes	15.00%	\$63.00
Average Total Monthly Expense			\$482.98

AT&T's method of itemizing their various data plans adds additional cost to the monthly expenses. AT&T differentiates between the data plan and voice plan on the phone itself, necessitating both a "BlackBerry Bundle" as well as a "FamilyTalk" plan. Their method of itemizing features adds an additional \$100 per month to the bill compared with Sprint's plan.

Recommendation

Sprint

It is the Technology Team's recommendation that we choose the Sprint proposed solution. Because we currently utilize Sprint, benefits are had in the form of:

- Familiarity: No additional training is needed for Roy's wireless broadband usage.
- Hardware cost: Since Roy already has a wireless broadband laptop card designed for usage on the Sprint network, only one additional device is needed for Linda.
- Monthly expenses: Sprint's solution is \$126 less per month compared with AT&T's solution.

Benefits Over Existing Solution

For an additional \$56 per month compared with our current cellular phone expenditures, we will gain several benefits useful to us:

- Increased access to email, calendaring, and internet from anywhere with a cellular phone signal
- Increased productivity by means of keeping in touch at all times