

Firefly Helps Solutions Architect Partner Expand Large Gas & Oil Company Account

Firefly's breadth of knowledge and industry connections enabled MSG Consulting to successfully execute a substantial influx of mobile devices and gain wireless plan cost savings for their account.

The Challenge:

MSG Consulting, Firefly's solutions architect partner, was asked by one of their clients to explore possible wireless solutions that were urgently needed. Their client was welcoming 130 new gas stations into the fold and each one required new wireless systems and devices with specific software needs. Plus, adding 130 new lines to their existing 600+ would increase their monthly wireless costs by approximately 25% under their current contract.

The gas company asked MSG Consulting to:

- Find plans and better pricing for devices that are good economically and provide advice on what's usable in the field.
- Be a trusted advisor that can look at it holistically and help them make some of these decisions as a neutral third party.
- Leverage connections with AT&T and provide knowledge and experience with telecom and wireless solutions.
- Find a streamlined solution for the new devices with an appropriate commercial setup with pre-approved and installed apps, non-approved app blocking, and out-of-the box functionality that negates having to manually program 130 new smartphones.
- Secure Enterprise Mobility Management (EMM) software that can launch and manage the new devices via a single pane of glass.



Mike Gregg, Solutions Architect at MSG Consulting said, "Our gas company client was looking for someone they could trust to help them manage and expand their multi-hundred line wireless account and give straight-forward advice around device procurement, wireless plan pricing, and a cost-effective way to handle future problems."

"I knew that with Firefly's breadth of knowledge and experience in wireless, I'd be able to leverage them to find the best way to help my client."

- Mike Gregg, MSG Consulting

The Action:

Because of their previous, long-standing relationship, MSG Consulting knew Firefly was the provider that would answer the bell for their gas company and solve their potential pain points.

Their strategy included:



Studying the gas company's existing wireless infrastructure and pricing plans.



Making recommendations on potential new devices that were compatible with their existing location systems.



Leveraging their existing industry relationships to secure pricing plans and device discounts to save them money.

“We wouldn’t have been able to win that business had it not been for the consistent quality and honest, transparent support from Firefly.”

- Mike Gregg, MSG Consulting

“Firefly’s internal contacts at AT&T helped remove roadblocks and eliminate friction to get things moving forward whenever things got stalled, lost in inboxes, or encountered bureaucracy.”

- Mike Gregg, MSG Consulting

The Results:

Firefly's experience and relationships ended up paying off handsomely for the gas company client and MSG Consulting.

The following improvements were realized as a direct result of Firefly's involvement:

- The ordering, delivery process, and execution for the 130 new devices went off without a hitch in a timely manner.
- The new contract with AT&T wireless added 25% more new devices to the gas company fleet but only ended up increasing their wireless bill by 10%.
- The gas company now has a partner that is easily available by phone or email to answer questions and give honest advice.
- The new deal meant a substantial profit for MSG Consulting.
- Firefly's knowledge and support has allowed MSG to actually focus on business growth instead of putting out fires and solving problems.
- MSG now has an enjoyable work/life balance because they're confident they can leave their customers in Firefly's hands and know they'll get things done.