



DENTSPLY International manufactures and distributes professional, high quality dental product solutions in 120 countries under well-known industry brand names. For over a century, Dentsply's reputation has been built by continually advancing the practice of dentistry around the world.

CHALLENGE

Dentsply have a powerful worldwide sales force taking their solutions to market around the globe. Now more than 2,800 members strong, Dentsply's sales team keeps them close to the dental professionals who rely on their product solutions to serve their patients' complete oral health needs. From modest beginnings, Dentsply has emerged as one of the largest dental companies in the world. Their size and geographic locations make them uniquely positioned to serve the needs of the global dental industry. As an organisation with a global presence, Dentsply's challenge was controlling mobile voice and data costs, whilst securely supporting multiple device platforms, including BlackBerry, iPhone and iPad. Dentsply also wanted to reduce time and resource which was allocated to reviewing this expenditure plus tracking assets.

SOLUTION

Using recent billing data, Radius Connect completed a thorough usage and spend analysis in order to establish which network was the best fit commercially for Dentsply. As a global business with a significant number of frequent travellers, Radius Connect also took in to account global coverage when recommending the best network. Radius Connect recommended Vodafone in this case. This was largely due to the flexibility of Vodafone's roaming voice and data bundle options and their global presence. A key driver for Dentsply was that any change of network had to be seamless, therefore, Radius Connect project managed the mobile network change from start to finish. A detailed project plan coupled with an extensive communication program was designed to fit around Dentsply's business.

Critical activities undertaken included:

- Creation and on-going management of an asset register, detailing user names, device type, mobile number, IMEI number, cost centres.
- New hardware dispatch program to office sites and remote workers.
- Step by step communication of actions and activities required, pre and post transfer, direct to all end users and key stakeholders.
- Porting manager deployed at Dentsply's offices on day of transfer.

RESULTS

Porting Dentsply to Vodafone resulted in an approximate reduction of 25% in monthly costs. Radius Connect were chosen to manage Dentsply's account as a result of their 'concierge' level of account management, a key part of which is the continual review of usage profile to optimise the use of opt in bundles to control cost. As well as providing a monthly financial report detailing spend by user, Radius Connect supply a monthly service report, detailing all interactions which means they get a fully measurable service. The detailed monthly reporting pack is completed by a Tech Fund statement, detailing all hardware purchases made and an up to date Asset Register. This level of management and reporting enables Dentsply to concentrate their IT resources on priority projects within their business.

“ Radius Connect managed the complete transition for us, this included onsite support for our users, they made the change a very easy process. ”

**– ANGELA SHEPHEARD, FINANCE DIRECTOR,
DENTSPLY**

CONTACT

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