



RD[®]

Danone gains full control of
8,000 mobile lines with RD's
ITEM Platform

Executive Summary

Danone Mexico, a global leader in dairy and healthy foods, successfully implemented RD's **HOLO ITEM** platform to optimize the end-to-end management of its telecom services. With approximately **8,000 mobile lines** spread across administrative staff and the field sales force, Danone faced significant challenges in billing control, inventory management, and usage visibility.

Implementing **HOLO ITEM** made it possible to identify **95% of lines** (up from an initial 25%), standardize multiple plans down to just 3 main schemes, and establish strong control over extra charges such as roaming and data overages, generating substantial savings and recovering credits for provider billing errors.

Client	Industry	Scope	Solution Implemented	Lines Managed
Danone Mexico	Food & Beverage	Mexico & Colombia	HOLO ITEM Telecom & Asset Management Platform	~8,000 Mobile Lines

The Challenge

Danone Mexico, with nationwide operations, faced critical challenges in managing its telecom services. Fernando Sierra, IT Support Manager, describes the main obstacles:

- **No billing visibility:** With approximately 8,000 mobile lines, it was impossible to identify specific charges by segment, roaming, data bundles, and other extras
- **Weak inventory control:** Only 25% of lines were correctly identified and assigned (2,000 of 8,000 lines)
- **Manual asset management:** Hard to track mobile devices by model, brand, IMEI, and serial number, especially when employees left the company

- **Multiple unoptimized plans:** Various non-standardized rate schemes, creating unnecessary extra costs
- **Complex segmentation:** Two distinct telephony branches to manage: administrative (offices) and operational (field sales force)
- **Uncontrolled dynamic inventory:** A constantly changing fleet, with plan changes, requests, and assignments that quickly got out of control
- **Provider billing errors:** No way to detect and claim incorrect charges from Telcel

The Solution

Implementing **HOLO ITEM** completely transformed Danone's telecom management, establishing a mature, efficient model that spans from inventory control to ongoing spend optimization.

Phase 1: Process Reinvention and Inventory Control

The ITM management system was completely reinvented with **new, robust processes**:

- ✓ **Large-scale line identification:** From 2,000 identified lines (25%) to more than 7,600 lines (95% of the total)
- ✓ **Data cross-checks:** Automatic validations between active employees, departures, new hires, and line eligibility
- ✓ **Plan standardization:** Multiple rate plans consolidated into just 3 main schemes, optimized by segment and user level
- ✓ **Detailed asset records:** Every device documented with model, brand, IMEI, serial number, and assigned user



Phase 2: Organizational Adoption and Automation

The platform was adopted immediately thanks to its intuitive design:

- ✓ **User-friendly interface:** Used daily by the IT team and also by Human Resources
- ✓ **Single Sign-On:** Simplified access with no need to manage multiple passwords
- ✓ **HR self-service:** Human Resources validates devices directly when employees leave, checking that the returned device matches the one assigned
- ✓ **Automated device agreements:** Automatic generation of user device agreements and release letters when devices are renewed
- ✓ **Surveys and mass communication:** Mass delivery of agreements and streamlined communication processes

Phase 3: Continuous Auditing and Cost Optimization

A model of continuous monitoring and proactive optimization was established:

- ✓ **Usage analysis by user:** Identifying who uses the most roaming and data overages
- ✓ **Cost allocation by department:** Each department pays for its own services, promoting responsible use
- ✓ **Proactive audits:** RD runs monthly analyses comparing usage and detecting users with oversized plans, recommending adjustments to generate savings
- ✓ **Historical billing analysis:** Monthly and yearly comparison of charges, identifying upward or downward discrepancies
- ✓ **Credit recovery:** Detection of provider (Telcel) errors and recovery of credit notes
- ✓ **Automated reporting:** Detailed reports on usage, billing, inventories, and optimization recommendations

Results & Metrics

The **HOLO ITEM** implementation delivered measurable, transformative results for Danone:

From 25% to 95% identified	From 2K to 7.6K lines	From multiple plans to just 3	~8,000 mobile lines	Multiple credit notes	Mature, optimized system
Line inventory control	Lines identified and assigned	Rate plan standardization	Total lines managed	Credits recovered for errors	System maturity

Customer Testimonial



"It's truly a tool we use every day. What I really like is that it's very user-friendly. We use it in IT, and even HR uses it because they can see employees and the devices they have. It's very intuitive: we just give them the link, and since it's single sign-on, there's no password. It's very useful and simple. All the information comes well detailed and well organized. We adopted it immediately."

"What I value most are the reports and the support. The support is great. They've run audits where they tell us: you have a very high plan and users don't consume that much, so they've recommended moving to a lower tier and saving money. They've also helped us recover credit notes when it was the provider's system error. RD gives us visibility and the data."

Fernando Sierra
IT Support Manager, Danone Mexico



Qualitative Benefits

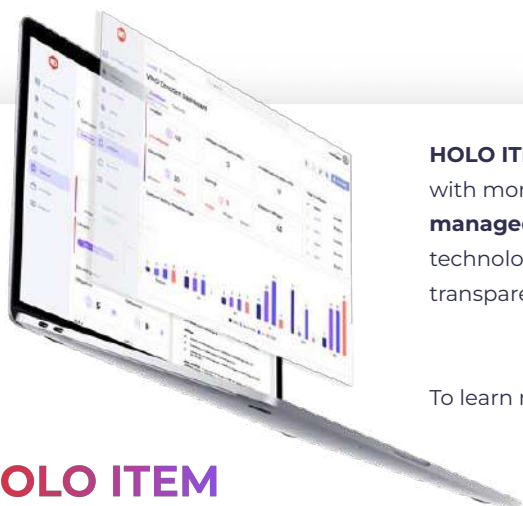
- **Full visibility by segment:** Ability to identify specific usage by user, department, and charge type (roaming, data, overages)
- **Cross-department collaboration:** Seamless integration between IT and HR, simplifying onboarding, offboarding, and renewals
- **Exceptional support:** RD's team is highly valued for its fast response and professionalism
- **Detailed, actionable reporting:** Organized, accessible information that supports decision-making
- **Proactive audits with recommendations:** RD identifies savings opportunities and presents them with detailed analysis
- **Control over a dynamic inventory:** Effective management of a constantly changing mobile fleet, without losing control
- **Provider error detection:** Identification and recovery of incorrect charges through credit notes
- **Transparent cost allocation:** Each department owns its spend, promoting efficient use
- **Automated processes:** Device agreements, release letters, validations, and mass communications with no manual work

Conclusion

The **Danone Mexico** case shows the transformative power of a comprehensive telecom management platform when combined with a robust implementation process and exceptional support. Going from 25% to 95% line control, standardizing multiple plans into just 3 optimized schemes, and recovering credits for billing errors are tangible, measurable achievements.

Beyond the metrics, **HOLO ITEM** has become an everyday tool for both IT and Human Resources, enabling cross-department collaboration and automating critical processes. The platform has reached a level of maturity that lets **Danone** keep control of a dynamic inventory of 8,000 lines, continuously optimize its spend, and make decisions based on accurate, up-to-date data.

For companies looking to transform the management of their telecom services, gain control over dynamic inventories, and generate sustainable savings through proactive audits, **HOLO ITEM** is the world-class solution that combines technology, processes, and exceptional support.



HOLO ITEM

HOLO ITEM is a leading IT expense management platform in Latin America, with more than 10 years of experience and **more than 500,000 services managed** every month. Our solution **enables companies to manage** their technology services **globally** and in detail, certify spend performance, create transparency in usage, and keep service and asset inventories up to date.

To learn more about how HOLO ITEM can help your organization

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