

Mobile Data Usage Soars

The causes of bill shock and how to avoid it

There has been an explosion of smartphones in the market over the last few years. From the success of Apple's iPhone and iPad, the introduction of the Google Android operating system, the re-emergence of the new Microsoft Windows Phone 7, and of course the work horse BlackBerry platform to name a few.

Improved technology means smartphones now possess fast processors and lots of memory power. So much so, that they are almost on a par with entry level laptops. Screen resolution and audio enhancements make them a perfect personal media player and everyone seems to be carrying one these days.

Advancements in mobile technology have brought with it the developer community, and the mobile application market has grown significantly over the last 4 – 5 years. Providing social media, games and rich media content applications, all downloadable via the various App Stores and over the cellular GSM network.

Bill shock - it could happen to you

A 500MB UK data bundle used to be more than enough for a month's usage, but many users now regularly exceed this allowance.

Roaming data is a particular problem as users forget to change their habits when abroad where the cost per MB is significantly higher than at home.

Whether you are at home or abroad it's very easy to generate bills amounting to thousands of pounds.

Fact Box

- The average smartphone user downloads approx. 325 MB per month, and this is growing year on year by over 100%
- By 2015 over 90% of traffic on smartphones will be data traffic – mostly web browsing
- By 2015, mobile video will account for 68.5 % of all mobile data usage in the U.S.
- Streaming applications such as You Tube and Spotify and iPlayer can easily consume over 100MB in just one hour



How to manage your data usage

- Use free Wi-Fi services whenever possible
- Download a Data Counter to monitor your usage
- Don't stream video or audio for long periods on GSM. Use free Wi-Fi instead.
- Some applications use data in the background without your knowledge. Log out when not in use, use an App killer / Data Toggle applications or check your device settings and turn off automatic background updates
- Try not to use the device abroad for non-essential applications. For example,
 - When checking email don't download the attachments unless necessary
 - Always try and use free Wi-Fi services and check your device is connected to the Wi-Fi before you proceed
- Using your device as a tethered modem to connect to your company network over a VPN will potentially use a lot of data with hardly any compression
- Most smartphones (excluding BlackBerry) do not compress mobile data. A 100MB download can sometimes be more than 100MB.
- Speak to Arrow about Mobile Device Management software

If you would like to learn more about data usage, please contact us on

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