

# NYSE LISTED COMPANY HIRES TELECOM OPTIMIZATION PARTNERS TO REDUCE ITS CELLULAR PHONE COSTS, INCREASE FUNCTIONALITY, AND IMPROVE SERVICE LEVELS



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***A leading global high technology company that develops, manufactures, and markets specialized membranes started a major corporate initiative to reduce more than a million dollar annual global telecommunications spend. After a false start with a competing telecom auditing firm, the client engaged TOPs to “rescue their project” and “provide more value using a much better process”.***

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## **Situation**

### **Summary**

This multi-national corporation started a major corporate initiative to reduce more than a million dollar annual global telecommunications spend. Initially they began working with a different telecom auditing and consulting firm, but the auditing firm’s performance was lacking, and their fees were high. After switching to Telecom Optimization Partners (“TOPS”), the client was able to rescue the project from stalling and provide more value using a more effective process. The customer is very pleased with the process and professionalism that TOPS has displayed and its flexibility and willingness to form a partnership with the client. The client has since engaged TOPS for a second project involving its international MPLS network.

### **Customer Profile**

As a NYSE listed company, the client is a leading worldwide technology filtration company that develops, manufactures, and markets specialized membranes used in processes of separation and filtration. This company’s target markets require removal or separation of various liquids. They serve their customers on a global scale with facilities located in nine countries, serving six continents.

## **Solution Overview**

In addition to being a NYSE listed company, the client is a leading worldwide developer, manufacturer, and marketer of specialized membranes used in processes of separation and filtration. This company’s target markets require removal or separation of various liquids. They serve their customers on a global scale with facilities located in nine countries serving six continents.

This client faced high telecommunications expenses reaching over a million dollars annually. TOP’s goal was to audit and optimize the company’s global cellular communication expenses, and recommend a more cost effective strategy while increasing functionality.

## **Objectives**

To perform a complete no-risk inventory, audit, and analysis of all of the client’s wireless telecommunications services, provider contracts, and invoices to reduce costs and improve efficiency.

## Context

This multi-national corporation has grown over the years through a number of mergers and acquisitions and currently operates in over 12 countries on three continents. During the course of the client's growth, they have acquired a number of wireless telecom services from three different providers. The client recognized that their wireless telecommunications expenses were growing quickly and that they probably did not have the optimum solutions for their business. After considering the internal resources that would be required to better manage this expense category themselves, including a lack of trained personnel, up-to-date market knowledge, and specialized tools and software, they decided it would make more sense to outsource this function to Telecom Optimization Partners on a no-risk, contingency based approach.

The client was having significant trouble managing growth and controlling related expenses. Employees were travelling internationally with more frequency, and international roaming costs were spiraling out of control. Increased use of wireless data plans, wireless e-mails, and text messaging were also making it very difficult for this client to ensure that their rates and service plans were optimized, and that each employee had the proper tools and resources to do their job. A proliferation of wireless devices was also occurring, making it increasingly difficult to manage and support those varied devices and users.

## Objectives

The challenge was to develop a complete inventory, and then complete a comprehensive audit and analysis of all of the client's wireless services, providers, and invoices to determine what refunds and credits were owed, as well as how to reduce their overall costs and improve efficiencies going forward. The process employed was for a complete life-cycle telecom expense management (TEM) program, which is designed to reduce clients' telecommunications expenditures while leaving them in complete control. The recommendations offered were unbiased and customized to meet the needs and circumstances of this client.

## Finding the Right Partner

Telecom Optimization Partners made the customers decision easy. TOPS' contingency based (no-net cost/no-risk) inventory, audit, and optimization analysis were a perfect solution for the client. The client was impressed with the professional, methodical, detailed approach, flexibility, and willingness of TOPS to form a partnership. After determining where the client could save money, TOPS provided a proposal that included many cost reduction strategies. Since

## Solution Overview

### No Risk Audit & Optimization

#### Benefits

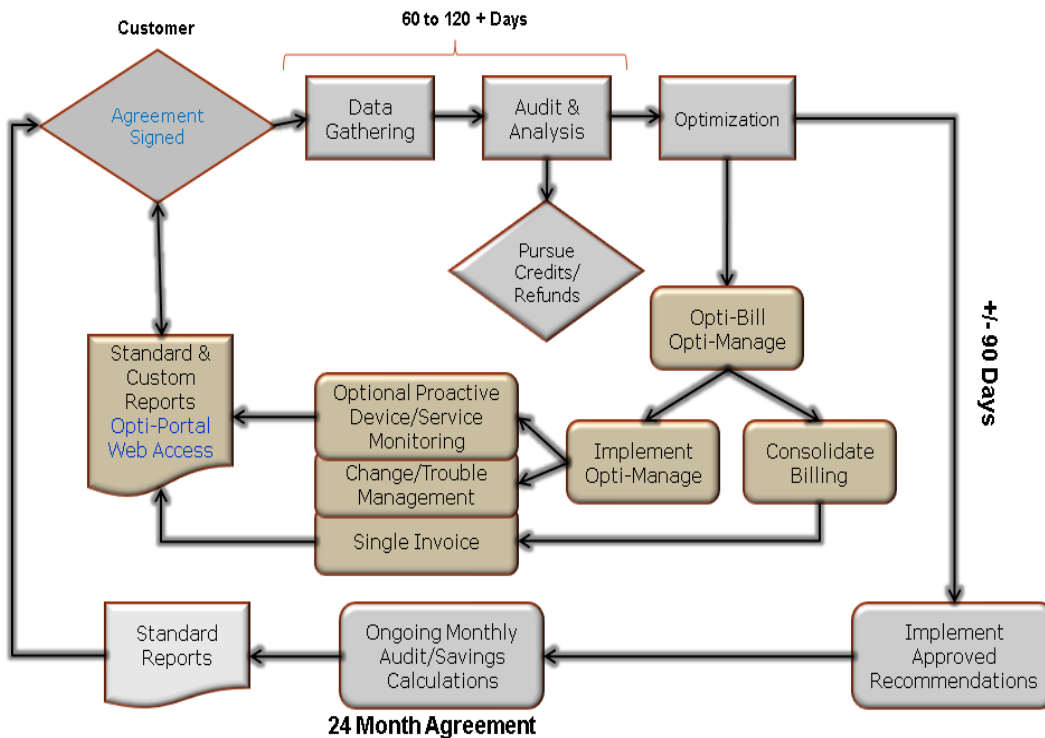
- No risk, contingency based approach.
- Minimal involvement of client's internal resources. ([Auditing and analysis preformed offsite](#))
- Development of inventory and base line for all services, providers, and rates.
- Repository for carrier information ([Contracts-rates-services-locations](#))
- No out of pocket expenses involved.
- [200% Guaranteed ROI](#)
- Project management for implementing approved services.
- Outsourced expertise at no cost.
- The client is always in complete control.

Telecom Optimization Partners is not aligned with any carriers, and does not receive any compensation from any carrier, so it can make unbiased suggestions that exactly suit the client's needs. However, the client has complete control over any decisions – Telecom Optimization Partners simply act as an advisor by emphasizing the benefits of each recommendation.

**Process**

Telecom Optimization Partners starts by developing a comprehensive inventory of all of the clients' locations, devices, service providers, contracts, monthly spend, usage volume, and usage patterns.

- Develop inventory and comprehensive database
- Audit
- Compare
- Analyze
- Optimize
- Recommend
- Implement
- Monitor
- Provide Reports





The first step was to collect all of the invoices, contracts and other data that was necessary. Once it was all collected, an inventory was taken, and a database was developed for all of the information. The next step was for TOPS' highly trained team of analysts to audit all of the information and look for any billing errors, over-charges etc. At this point, information is compared to the current market to make sure the client is getting the best rates possible. Once the audit and comparison are complete, the next step is to analyze all of the data by using TOPS proprietary software tool. This software tool is also part of the optimization process by assisting the team with data that can be used in their recommendation plans. TOPS then creates a recommendation based on the information and presents to the client. Once the client has agreed to the recommendation, TOPS then helps implement and monitor the plan, by generating and providing the client with detailed reports.


### **Using the Solution to Solve the Problem**

The process involves gathering three months of information from the client. Once received our team of highly trained analysts analyzed the data and input it into their proprietary telecom auditing software to help create a baseline and perform cost analysis. At this point TOPS goal is to reduce the clients cost as much as possible.

### **Technologies and Delivery Method**

Because each client is different, and each cellular carrier offers its own unique solutions, carriers were vetted specific to the client's business model. Cost savings were evident in all carrier offerings (ranging from 30 – 61%), but the key to a good cellular fit was an offering that not only saved wireless spend, but also made sense integrating into the client's existing technology platform. Fixed mobile convergence was one way to not only cut costs, but also a way to maximize the existing infrastructure with a new cellular carrier. This occurred in two ways: first, through use of existing WLAN infrastructure; and second, by an Ascendent System integration from Research in Motion into the existing Cisco Unified Call Manager environment.

The carrier chosen offers a Wireless (WiFi) VoIP (Voice over Internet Protocol) solution which terminates cellular calls over the internet through an existing



WLAN (wireless local area network). When domestic calls are made or received from within the client's domestic WLAN there is no cost associated with that call – no cellular airtime minutes are used. Because roughly 25% of all cellular calls made by the client's end users were made within the corporate WLAN there was a significant cost savings. This allowed for a pool of corporate minutes purchased (already at a competitive rate) to be further reduced by offsetting airtime charges with the WiFi VoIP solution. Additionally, when users would travel to their international locations the foreign office WLAN could be utilized allowing callers to make calls from abroad back to the US without any airtime or long distance charges, thus cutting airtime costs even further.

The second technology fit was the introduction of the Ascendent System from Research in Motion (RIM) to the Cisco Unified Call Manager already deployed. By utilizing the Ascendent technology callers could now essentially have single number reach. The PBX functions of the Unified Call Manager could now extend beyond a desk phone to the wireless handset. This allows for freedom to move about the world with a mobile device that would behave as a user's sophisticated desk unit.

## ***Evaluation***

### **Results and Benefits**

Telecom Optimization Partners was able to save this client an average of 60 % on their annual cellular costs. With TOPs driving all facets of implementation, the client realized the savings and experienced no disruption in daily user experience while benefiting greatly from increased functionality, better coverage, fixed/mobile coverage service offerings, ease of use, and more effective communication between employees and customers.

### **Customer Quote**


"I am pleased with the work TOPS has completed."

"I am impressed with TOPS' professional, methodical, and detailed process."

"TOPS is finalizing the implementation, optimization and consolidation of our cellular services that significantly reduce our cellular costs."

### **Lessons learned**

As telecom professionals ourselves with well over 100 years of experience, we have found that often times we can speak quite frankly to each of the telecom carriers we need to approach. This enables us to cut through the "upsell



syndrome” that so many carrier reps are taught to leverage. Many times we find situations in which the client has been “upsold” by the carrier for products & services not necessary to the conduct of the client’s business. We have been able to not only eliminate those products and services upon working with a new client, but also prevent new implementation of such costly products & services in the future. The fact that we engage the carriers to vet various solutions long before our clients are brought in for approval of a recommended option is viewed as a huge time management benefit. This upfront due diligence allows our clients to focus on their business while we do the work to find a cost effective solution.

The biggest challenge of a new, cost effective product implementation is in change management. The number one objection we run into with our clients is their fear of change – even if it means an extraordinary cost savings. But because we are unbiased in our approach and because we do the implementation work with carriers on behalf of our clients, the barriers to optimal solution realization are removed.

One example of leveraging our experience with the carrier to bring about an impactful change is the fact that the incumbent carrier in this particular case began using “scare tactics” of exorbitant early termination fees to create fear of changing carriers. As telecom professionals we could easily see the tactics being used and quickly diffused the situation by driving to the actual impact of the proposed change. Working in tandem with the client’s legal counsel and the carrier, the early termination fees were nullified.

Technology changes constantly at an incredible rate. For those that are not in the telecommunications industry, those changes can go by unnoticed. But our business is providing the best solution for our clients – from among a myriad of choices. Many times that means not only securing the lowest spend, but also introducing the most up to date technology. The client for this case study was the recipient of both – low costs and cutting edge solutions. The client would have never known that there was a viable WiFi VoIP solution in the market that could utilize their current infrastructure and greatly reduce their costs if they had not approached us to help them control spiraling cellular costs. We accomplished extraordinary savings, limited capital expense, and implemented a leading edge technology solution that was the perfect fit for this client’s business model.

### ***For More Information***

For more information about Telecom Optimization Partners products and services, call TOPS at 866.731.7689.

To access information using the World Wide Web, go to: <http://www.telecomop.com>



For more information, call Joe Webster at 980-275-5022 or email us at [info@telecomop.com](mailto:info@telecomop.com)  
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