



## International Landline Audit/Optimization

### Overview

After successfully building and implementing a telecom cost reduction program in the United States for a multi-national beverage company, the TGA team decided to extend this program worldwide with the first pilot Country of Italy. Based on the results achieved in Italy, a decision will be made whether to extend the program to other locations globally. The same methodology for building a location based inventory using invoices and other carrier information was used for the pilot. All invoices were first translated from Italian to English and built into a location based inventory for analysis and site optimization activities.

The five locations reviewed during the Italy Pilot included: Milan, Venice, Torino, Sicily and Caserta. The first potential opportunity for cost reduction was identified in Torino where the client operated an office during the 2006 Winter Olympics but has since been closed. The services ordered for this location were still being charged and needed to be removed from the Telecom Italia invoices.

Based on the size of the locations in Venice, Sicily and Caserta it was decided to concentrate all physical inventory efforts at the larger facility in Milan. All of the lines located in Milan were dialed and put through our “tagging and toning” process, identifying each line, use, location and necessity in efforts to right size the telecom environment for current requirements. An in-network telecom technician was utilized in Milan to locate and test all “suspect” lines and generate a report on findings. The results for all potential cost savings and cost incurred during the exercise are outlined in the below Milan, Italy Case Study:

Case Study: Milan, Italy		
Type of Location	General Office	
Service Providers	Telecom Italia, Colt Telecom	
Types of Services	Voice	ISDN BRI, ISDN PRI, Business Lines
	Data	ADSL
Annualized Telecom Spend (Voice and Data)	€ 52,076	
Potential Annualized Telecom Savings (Voice and Data)	€ 9,862	
Project Analysis		
Translation Analysis	€ 306	€ 459
Project Management		
Project Management	€ 1,071	
Professional Services	€ 294	
Total Project Costs	€ 2,130	
Annualized ROI	€ 7,732	
ROI %	463 %	

Based on the results in Milan, Italy, it has been decided to roll the program forward into other Global Regions in 2008. Efforts have begun in other European countries as well as in Africa, Latin America, and Pac Rim. The TGA team and client expect excellent results and ROI from this ongoing customized program.