



Telecom/Wireless Cost Reduction

Atlanta, Georgia

TGA has a large multi-national client where wireless voice and data expense is the largest and fastest growing spend globally. In this case study, the client spends over fourteen million dollars annually to ensure employees have reliable mobile connectivity via cell phone, Blackberry, and wireless data cards to access e-mail and other mission critical applications remotely.

The client engaged TGA to **Analyze** and plot a strategic plan to **Optimize** the wireless voice and data services from procurement-to-payment. The hard-dollar ROI **Realized** from the wireless optimization of the client's wireless expenses. This engagement like most TGA projects is self-funded and guaranteed out of the savings created from the measurable reduction in telecom expense.

Approach

The best practice methodology utilized by TGA includes a user by user analysis of calling trends and functionality requirements for each of the clients' approved wireless suppliers. The process includes:

1. Collect Invoices and contracts in either paper format or electronic media (from the wireless supplier procurement and billing systems) and consolidate into an exhaustive multi-carrier cost inventory and reporting dashboard.
2. Associate every charge to each user's line, including rate plan, any feature charges, surcharges, taxes and roaming usage and capture on a tactical line sheet report.
3. Organize contracts in a matrix and map for comparison to the users and respective charges.
4. Evaluate each user's calling patterns to determine best rate plan, feature bundles, and device options to create the optimal wireless environment.
5. Review and agree to optimization recommendations with client.
6. Process all optimization recommendations with the client's approved wireless suppliers.
7. Validate all optimization recommendations have been completed and report on realized savings to client.
8. Continue with lifecycle management of client's wireless expenses, carrier relationships, and end-user support.

Highlights

The client is a multi-national beverage company, based in Atlanta, Georgia.

Current State:

- 2200 company provided/corporate liable wireless devices
- Total annual wireless voice/data expense in North America was \$2,900,000
- No ability for consolidated reporting across the client's 4 wireless suppliers
- Decentralized billing enabled inefficient payment method and cost allocation
- Inconsistent customer support of end-users created frustration and decreased productivity
- Lack of Corporate Wireless Policy exposed client to security risks and potential safety liabilities within state/local jurisdictions

Key Findings:

- Flat cost per minute rate plan only effective for 20% of the user population
- 30% more Corporate Liable users than expected
- Client is classified as "laggard" versus peer companies based on Benchmarking data from industry expert sources
- 700 plus users still contracted with un-approved wireless supplier

Project Results

- **\$1,000,000 ongoing annual savings, a 40% decrease in total annual expense**
- **Increase of 10% of total minutes available for use by client**
- **Comprehensive Corporate Wireless policy to ensure compliance and mitigate client risks**
- **Integrated dashboard reporting of all approved wireless carriers**
- **Unified 24x7 helpdesk for all end user issues, including technical and administrative**
- **Internal charge-back process, alleviating expense report burden from users**
- **Lifecycle management program for continuous proactive optimization**

Next Steps

TGA will continue to provide lifecycle management of the resources and tools implemented with the client in North America. Based on these results in North America, the client is rolling out the program globally, defining a new paradigm in wireless expense management. The worldwide expansion will drive significant company-wide operating expense savings, improving corporate profitability and shareholder value.