

Veramark Webinar Highlights and Key Takeaways

Telecom Expense Management: What's the Magic Formula?

Why do some telecom expense initiatives succeed and others fail?

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Sponsored by Veramark Technologies, Inc.

Featured Guest Speaker: Daren Moore, Senior Vice President of TEM Services at Veramark.

“Best-in-Class Telecom Expense Management requires company commitment and the right approach, strategy, and tools.”

This Webinar explores the “magic formula” for Telecom Expense Management (TEM) solutions that successfully deliver visibility, control, and savings. TEM solutions can reduce telecom expenses and improve productivity. But the TEM initiatives undertaken by some Fortune 1000 companies have failed. Why? What's the secret to a successful, ongoing TEM program? In this Webinar, we discuss the challenges many organizations face when they embark on a TEM initiative, why some TEM programs fail, and why others succeed.

What is TEM?

TEM is an approach to managing telecom expenses that has both tactical and strategic aspects:

- Tactical TEM includes day-to-day telecom operations such as processing invoices, orders, and reports
- Strategic TEM is the proactive management of voice, data, and wireless services, ensuring business requirements are met at optimal costs on an ongoing basis

Benefits of strategic TEM

When done right, a comprehensive TEM solution will:

- Create visibility into all telecom services required to proactively manage service providers
- Provide centralized management of the entire telecom network
- Integrate Invoice Management, Order Management, Network Management, and Procurement
- Eliminate unnecessary expenses, unused capacity, and inefficient management

What can cause TEM to fail?

Broken promises

- Promised capabilities & functionality that never fully materialize

Lack of buy-in

- Not everyone impacting telecom accepts the newly implemented solution

Misalignment with business requirements

- Inability to fully incorporate the solution into your enterprise

Partial solution / lack of integration

- Address current pain points without thinking through long-term needs
- No ongoing TEM solution



The “magic formula” for success

Understand promises and make sure they are kept:

- Get to know your TEM vendor before making a long-term commitment
- Consider “testing the water” with a success-based consulting project / proof of concept such as audit, benchmark, inventory build, TEM best practice assessment, or optimization analysis
- Critically assess the implementation plan, including time frames, milestones, and the critical path items that could cause delays

Align the solution with business requirements

- Go beyond RFP responses, sales presentations, and software demonstrations
- Hold discovery session focused on your key requirements
- Investigate the level of details your vendor reads into their application for your primary services, such as CDR, USOCs, circuit identifiers. More is better!
- Be open to changing your processes to align with TEM best practices if appropriate

Get buy-in from all stakeholders

- Involve as many of the key stakeholders as possible upfront
- Build awareness with senior management and seek executive sponsorship of the project
- Build a business case

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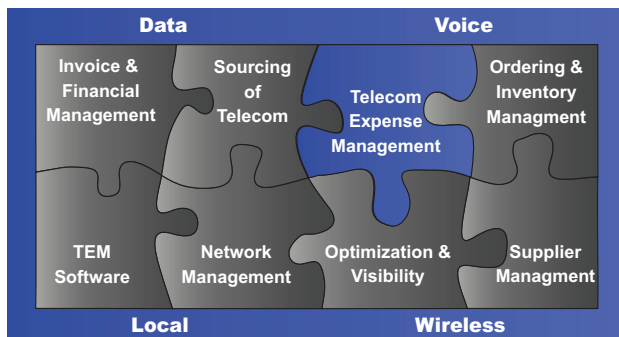
Why do some telecom expense initiatives succeed and others fail?

Work toward integrated, long-term TEM

To continue driving meaningful value for your enterprise in year two and beyond, you need a solution that integrates each function that influences telecom expenses for data, voice, local, and wireless services:

- Sourcing of telecom products and services
- Supplier and contract management
- Ordering and inventory management
- Visibility to the maximum level of detail
- Optimization of resources
- Network management
- Invoice and financial management

“To continue driving meaningful value for your enterprise in year two and beyond, you need a solution that integrates each function that influences telecom expenses.”



Conclusion

You can improve the success of your TEM initiative if you:

- Get to know your vendor first
- Make sure they have the people, processes, and technology to support your specific telecom environment
- Consider long-term integration, not just the current pain points
- Get internal buy-in early in the process from all key stakeholders

View the Webinar

Click here to view the recording of the Webinar in its entirety.

How a TEM Failure Became a TEM Success Story

Background:

- \$80M in telecom, complex voice and data networks, over 15,000 wireless devices, and over 3,500 locations
- Initial TEM solution outsourced management of a portion of the spend while managing the rest internally

Problems with initial TEM solution:

- Costs continued to climb and were allocated to each business owner
- Business owners had no visibility into reasons for cost increases
- Drove less than ½ percent of savings
- Services were disconnected due to non-payment
- Accounting and reporting surprises surfaced
- Focused on eliminating paper invoicing; failed to address other key functions
- Driven by IT Finance, lacked involvement from other key stakeholders

Veramark solution — Results / turnaround:

- Audit yielded \$3.5M in incremental savings
- Migrated to Invoice Management process in < 90 days
- Implemented processes & controls that eliminated service outages, cleaned up balance forward & accrual problems
- Integrated Procurement, Network Management, & Order Management functions over time
- Sustained ROI by integrating all telecom functions
- Over \$10M in telecom savings realized over 3 years

About Veramark

Veramark is a leading provider of innovative enterprise solutions for telecom expense management and call accounting. Veramark solutions provide visibility into usage and spend and enable best practices for managing complex unified communications networks. Veramark technology and services help enterprises understand, manage, and control their fixed and mobile telecom assets, costs, and related business processes.

For more information, visit us at www.veramark.com or at www.call-accounting-solutions.com, or call 585.383.6806.

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