



Management of a disparate telecommunications infrastructure throughout a nationwide enterprise with eight brands

The Situation

A luxury high-fashion, high-growth retail customer was in the process of deploying approximately 20 new stores per year. Their process for getting these new stores up and running was inefficient, decentralized, and expensive. The customer utilized multiple voice carriers with varying rates for each of the existing lines. They were receiving multiple bills from each account and vendor and the ordering process was decentralized between various people within the organization.

The customer had identified one person to be responsible for the entire enterprise, including each of the new store openings. This person was responsible for provisioning all of the telecommunications infrastructure with no process in place for tracking the orders that were placed.

The Solution

SPN was engaged by the customer to drastically improve the organization of the existing infrastructure as well as the launching of the new locations. SPN implemented a phased approach to bringing order to this customer.

SPN commenced by performing a full audit of all of the customer's locations, which included eight sub brands that each had disparate telecommunications. The audit included a national inventory of carrier fees, lines, features, and services per brand/per location (which allowing for the removal of unnecessary fees and features). It also included a national inventory of PBX and key systems, as well as any associated maintenance agreements and fees.

The results of the audit confirmed the actual costs and existing contracts for all of the current telecommunications within each brand. SPN researched the best solution available to the customer and ultimately consolidated all of the locations into one carrier and one bill. SPN introduced the customer to one of its partners that was adequately suited to handle the customer's footprint and telecommunications needs - all at better rates. This audit also produced a "zero-usage" report and SPN worked with the customer to terminate the contracts for those lines.

Next, SPN focused on the order provisioning. SPN worked with the customer and created a organizational/flow chart which included all departments that were part of the provisioning process. The chart documented what each person's responsibilities were and the level of visibility they had into the process. From the results, SPN implemented an order process that included the use of an SPN proprietary application called CMS.

a full audit was performed to assess the actual spending of all of the existing contracts which resulted in data to accomplish the consolidation and savings

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CMS was the introduction into the final phase of the solution, which was the ongoing management of all of the telecommunications infrastructure. This management, referred to as "MACD," included the moves, adds, changes, and disconnects for any of the telecommunications lines ("assets") that existed at each of these stores. CMS gives the customer visibility, in detail, of all the activity of any locations within the application and MACD related.

The dedicated project manager that was assigned to this customer throughout this entire project, was also responsible for ensuring that all of the customer's locations were correctly entered into CMS and all of the existing assets associated with these stores listed as well. SPN then communicated the revised process to the customer's primary provisioner and simplified their approach to placing orders with the new carrier. The process allowed the customer to place orders directly into CMS where much of the relevant information needed for each order, was already located.

The Results

The customer realized several benefits from the efforts put forth by SPN in this project. Through the results of the audit and the consolidation, the customer was able to affirm the existing infrastructure, have a document of their existing inventory, and ultimately save 30% on their monthly voice-based telecommunications expenses in both local and long-distance services.

The revisions to the provisioning process flow yielded much improved visibility of the status and tracking of open orders with regards to existing and future locations. This organization improved the total cost of ownership to the customer by reducing the hours necessary to manage the full inventory and new orders.

Finally, with the MACD solution in place, the customer is now able to place orders quicker, see the status of open items real-time, and see reports of the entire enterprise's telecommunications.

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