

UBM plc

Taking Savings to a New Level

Sooner or later, we all face the dilemma of choosing between DIY or employing the tradesman. The same applies in IT departments where skills and budget have to be assessed before spending on outsourced assistance. For most IT Managers there is a strong reluctance to add pressure on an over-worked in-house team, where time is the scarce resource. Equally, the manager is often encouraged to do the opposite - to adopt a 'can do' attitude and not to kop-out of taking on a challenge. Or, sometimes, the manager will take the work in-house on the basis that 'nobody knows my business like me', combined with the belief that the time and effort involved in briefing the service provider outweighs the time saved.

So often, though, the in-house route is proven to be a false economy, particularly in an industry where technology changes by the minute, compliance with regulatory issues demands a degree in law and the complexity of contracts presents a business risk. It takes experience and sound business judgement to identify when a job calls for a specialist.

John Corcoran is Telecoms Manager for UBM with responsibility for services across half the planet, including some 800 mobile users across multiple smartphone handsets. With spend on airtime and line rentals incurring significant above-average spend per user, John's experience told him there was savings to be made. After some weeks of negotiating with incumbent network operator, Vodafone, John finally made progress and achieved an agreed saving of some 30%. Not bad but, in John's opinion, not enough. In the knowledge that the network operators are making bumper profits, John suspected that more savings could be achieved given more time and more market intelligence. With neither of these to hand, John engaged the services of DoubleEdge to help cut mobile expenditure.

John explains what happened next: "When it comes to negotiating with the network operators, DoubleEdge are true masters. Their consultants are ex-employees of the big five, so they have the insight that gives them exceptional bargaining power."

DoubleEdge Services Provided:

- Call analysis
- Tariff comparisons
- Industry benchmarking
- Usage projections
- Contract reviews
- Carrier negotiation
- Service migration
- Voice Services Management
- Data Network Connectivity
- Data Network Services



“Immediately, they reconciled the offers from the competing operators, relative to our profile, and delivered a benchmarking exercise that exposed the best rates on the market. Faced with this information, Vodafone immediately made concessions on their contractual rates and improved their proposed hardware fund. We could have gone with another operator but focussed, in the first instance, on retaining Vodafone in order to avoid disruption and risk. With the help of DoubleEdge, we made an additional saving of some 28% on top of our original 57%, plus additional hardware funding, plus some added service benefits not previously included.”

“DoubleEdge charge a fee based on a percentage of savings. It’s a great model - your costs are always covered and it means DoubleEdge is determined to save every penny they can for you. Even after deducting their fee, we still saved several tens of thousands.”

The DoubleEdge approach to expenditure management is equally effective across fixed line services including data networks. UBM has experienced this recently, with DoubleEdge provisioning voice and data connectivity across their European offices and taking over management of billing and customer support for voice services from incumbent carrier Colt.



John Corcoran,
Telecoms Manager, UBM

“The big advantage with DoubleEdge is their insider knowledge of the network providers, in both the mobile and fixed line arenas. Their success in expenditure management uses this in conjunction with a rapid grasp of your business issues plus acute attention to detail. It follows that it’s a logical next step to capitalise on this knowledge with procurement and management of your communications. And our experience is this delivers exceptional results.”

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UBM is a global events-led marketing and communications services business helping organisations make connections, communicate their proposition and do business effectively. This is achieved across more than 30 countries around the world through live events, digital media or in publications. Over 5,500 staff organise hundreds of live events each year and provide a range of related market-leading digital and print marketing and media products, providing targeting, distribution and monitoring services to professional marketers.

More information about UBM can be found at: www.ubm.com



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