Case Study: Network Optimization & Billing Review (50 Sites)

Client: Top 3 Global Banking/Financial Services Entity

Needs: Improved Network Efficiency, Waste Removal

Situational Analysis:

Our Client had concerns regarding excess or unnecessary circuitry and lines in their network. They were also questioning a possible over-capacity situation of their trunk groups.

Centralized decision-making existed in the Billing & Contracts areas, but Engineering areas were more decentralized in responsibilities for oversight of carrier services and equipment.

The voice network at each site was traditionally an Avaya system trunked with PRI and LD circuits for local and LD traffic, but the Client was also in the process of migrating all locations to a VoIP platform. Our Client had a large regional SONET network, which had connecting points at many of their sites at the OC level. This is mainly used for data transfer between offices.

Based on the success of many past projects with this Client, OptiCOMM was brought in to assist. Our Client agreed to execute a Network Optimization and Billing Review project across 50 of their sites, to search and recover network efficiency gains and annual savings. In-scope annual telecom spend was estimated at $15.67 million.

Our Deliverables would cover savings and optimization solutions in areas including Voice & Data Circuit Utilization, Circuits in Alarm, Billing Inaccuracies, Local Line Utilization (Dialing), and Old Technology found.

Findings:

OptiCOMM conducted reviews of all 50 sites and audited Client's telecom services and assets. Over 1300 circuits were appraised for actual need. Analysis included voice/data circuit utilization and alarm status, circuit and telecom billing vs. inventory, carrier billing vs. contracts, and physical dialing of POTS phone lines to verify purpose and need. Trunk group analysis was conducted using traffic reports.

Errors were found in the Client's own inventory database through the OptiCOMM inventory audit of actual services and assets on premise. Outdated technologies were discovered still in place and incurring ongoing expense. A carrier's "dangling port" was identified and associated with a circuit that had been removed four years prior, but the port continued to bill to the Client.

Solutions:

The errors found in the Client's own inventory database through the OptiCOMM inventory audit were surfaced to the client and recommended for correction.

Old technologies, including Centrex lines, were identified for potential disconnection, as were unused POTS lines that were not identified as alarm, elevator, or conference room lines.

Underutilized and unused circuits were a prime savings factor in this particular Client scenario. All circuits were checked for alarms using the carrier portals.

Voice trunk groups were right-sized using the Avaya traffic information. Reductions to data circuit bandwidth were suggested based upon headcount and cost because no utilization reports were available.

OptiCOMM found a creative solution to the "dangling port" issue, which was associated with a previously removed circuit while the port itself continued billing until its discovery by OptiCOMM. Our solution resulted in an immediate $136,051 credit from the carrier to our Client's next month's bill.

Overall Impact:
- ▲ Network optimization was achieved through the dramatic changes.
- ▲ Client was provided with a corrected inventory database of its assets/services to better forward manage.
- ▲ Right-sizing of the data and voice network achieved considerable savings
- ▲ Client's internal team responsiveness in providing additional information for OptiCOMM team requests on circuit/ traffic needs definitely shortened project duration.
- ▲ Internal staff's cooperation greatly aided the speed and delivery of OptiCOMM recommendations for Client vetting, thereby maximizing overall savings recovery through time spared.
- ▲ The Project Duration was incredibly short for the scope: < 6 months
- ▲ **Annual savings to our Client: $2.94 million (19% of in-scope spend)**