



Staying Ahead of the Demand for Network Cost Savings

October 31, 2018 | New York City

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Staying Ahead of the Demand for Network Cost Savings

Wide-reaching cost cutting initiatives have become increasingly common at large companies over the last decade. Whether motivated by a business downturn, a bad quarter, or a market change, such cost cutting initiatives apply huge pressure for short term cost savings, often at the expense of longer term strategic projects and investments.

Mandates from upper management often presume that extracting substantial cost reductions from network infrastructure budgets is easy; in fact it is extraordinarily difficult. To drive truly significant reductions requires competitive pressure (e.g., via a competitive request for proposal (RFP) process) or implementing new, more cost-effective technologies. But both those options take time – time that it is rarely afforded under cost cutting initiatives that almost always target in-year savings. Astute network departments do not wait for a demand to reduce savings. Instead, they constantly focus on driving continuous cost improvements at all times. When the cost cutting initiative does inevitably arrive, those that have created a constant culture of cost savings can respond with multiple initiatives already in-flight and already on track to deliver in-year savings. Our conference this year focuses on how to implement such a culture and set of processes in your organization.

Time	Session
8:00 - 8:30	<i>Registration and Continental Breakfast</i>
8:30 - 8:45	<i>Welcome and Introduction</i>
8:50 - 9:30	<i>Driving Continuous Cost Improvements</i> This session will provide an overview of our conference theme offering strategies on how to deliver cost savings for network services and infrastructure. We'll discuss the importance of competitively sourcing network infrastructure services in order to stay ahead of the pricing curve, the latest network infrastructure pricing trends, how to gain the advantage in sole-source negotiations, and how to best take advantage of the leverage that transformation projects create.
9:35 - 10:25	<i>Delivering Cost Reductions with SD-WAN and Internet First</i> Transitioning your network to an SD-WAN solution while realizing the cost savings of an "Internet First" access strategy can overwhelm many organizations. We will present strategies for effective sourcing of SD-WAN solutions and Internet access services, focusing on how to generate cost savings to finance this important technology transition.
10:30 - 10:45	<i>Break</i>
10:45 - 11:35	<i>The Cost Effective Deployment and Use of Unified Communications</i> Most organizations have or are planning to transition their voice networks and web conferencing to UC and SIP. But legacy infrastructure (IP PBXs and PRIs, for example) remains pervasive in most companies' corporate network inventories. This session will discuss the latest lessons-learned from recent procurements in global UCaaS and SIP projects, explore the most cost-effective approaches and address contractual and regulatory best practices to deploy SIP and UCaaS solutions.
11:40 - 12:30	<i>Controlling Wireless Costs: Why You Can't Rely on Your Carrier to Deliver Savings</i> Controlling an enterprise's cost of wireless service requires more than negotiating a high Service Discount, a great iPhone price, and a competitive pooled data plan. There are many more nuanced commercial concessions that are not obvious to even the most savvy enterprise customers and that can hugely reduce their cost of wireless service. Even a well-negotiated contract will not compensate for the enterprise customer's inattentive management of the wireless devices and services. At least half the savings game is learning how (and how not) to provide wireless service and devices to employees in a responsible manner that balances their legitimate business needs for real-time communications with the enterprise's interest in controlling its costs.

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Time	Session
12:30 - 1:30	Lunch
1:30 - 2:20	<p><i>It's Not Just About Transport – Savings Opportunities with VARs, OEMs and Managed Services Deals</i></p> <p>Whereas wireline and wireless transport services tend to be immediate targets in any cost savings drive, your spend on managed services and on purchases of OEM products and services, can be overlooked. But that leaves a lot of savings opportunities untouched, so in this session we'll share strategies and tactics for reducing, optimizing and protecting your spend in these important areas.</p>
2:25 - 3:05	<p><i>Deploying TEM Services in an Integrated Approach to Expense Management</i></p> <p>Telecommunications contracting is complex. Telecommunications billing is even more complex. Telecom Expense Management ("TEM") providers promised to simplify and clarify the process of telecom billing and payment but have left many enterprise customers overwhelmed by the results their solutions deliver. This session will reveal how to make TEM work better for your organization as part of a bigger expense management toolkit, including laying out the best ways to procure, manage, and use TEM to <i>really</i> reduce your network expenses.</p>
3:05 - 3:35	<p><i>Deep Dive Billing Review and Service Optimization Tips</i></p> <p>Once you understand how to source and manage TEM, effective telecom expense management requires moving beyond use of third party TEM solutions. This session will dive deeper into how leading organizations find savings that TEM providers leave behind by deploying an integrated approach to expense management that includes the TEM solution but also contract compliance and optimization inquiries that TEM rarely uncovers. Our experts will share real world audit and optimization examples that have saved TC2 clients millions of dollars, plus audit and optimization tips that your company can use to improve its bottom line.</p>
3:40 - 4:00	<p><i>USF Briefing: Why USF Keeps Going Up and What You Can Do About It</i></p> <p>The Universal Service Fund contribution factor continues to grow at an alarming rate, topping out this quarter at a record high of 20.1%. We'll explain the rapid increase, why it will keep going up, and what enterprise customers can do for a long term solution to this costly problem.</p>
4:00 - 4:15	Break
4:15 - 4:45	<p><i>The Best Pricing Requires Best in Class Business Terms</i></p> <p>A key component of a market leading network contract is the commercial terms that provide ongoing contract flexibility and the leverage to keep your pricing at the front end of market changes. This session will lay out the key commercial terms and ways to structure your deal so that it remains at the leading edge of the market.</p>
4:50 - 5:30	<p><i>When a Deal Goes Bad: How to Fix or Exit Cost Effectively</i></p> <p>Sometimes deals break down. Whether it's a managed services agreement with a statement of work that did not include all the special projects that are now costing you a fortune, or a deal premised on significant growth or network expenditures that didn't come to pass, or maybe even a not so well negotiated deal inherited from a predecessor organization, you may need to reinvent or reengineer your agreement. In this session, we'll look at recognizing when radical solutions are necessary, effective "negotiated solutions" for deals gone bad, and share real life war stories that illustrate what to avoid and how to extract your organization from a vendor relationship that is not working well.</p>
5:30	<p><i>Networking Reception</i></p> <p>Join us for a drink, some food, and relaxed conversation.</p>

Registration Information

Yes, I would like to attend. Enclosed is a check for \$299 which covers the conference, continental breakfast, lunch, and the networking reception on Wednesday evening.

Name

Company & Title

Address

Phone

E-mail

Yes, I would like to attend and I am bringing the following individuals with me. I have enclosed a check for \$ _____ to cover their registration(s).
** Please note that second and subsequent registrations are entitled to an additional \$50 discount off the \$299 individual rate.*

Name

Company & Title

E-mail

No, I can't attend, but I would like you to send information to the following individual who would like to attend.

Name

Company

E-mail

Ways to register:

E-mail your registration to: NYConference@lb3law.com

Fax your registration to 202-223-0833

Mail your registration to:
Levine, Blaszak, Block & Boothby, LLP
2001 L Street, NW
Suite 900
Washington, DC 20036
Attn: Michaelleen Terrana

Ways to process payment:

Check — Payable to: Levine, Blaszak, Block & Boothby, LLP

Credit card — Invoices will be sent via email and processed through PayPal

The seminar will be held at Andaz—5th Avenue, 485 5th Avenue, New York, NY on **Wednesday, October 31, 2018**. Andaz is located at 41st Street, 2 blocks west of Grand Central Station.

*If you are unable to attend, you are welcome to send a substitute. If you cancel **in writing by October 19, 2018**, we will refund all but \$100 of your registration fee. After that, we regretfully will be unable to make refunds.*



Levine, Blaszak, Block & Boothby, LLP ("LB3") focuses on telecommunications and technology law, with particular emphasis on the representation of large users, including almost one-half of the Fortune 100. LB3 has extensive experience in negotiating custom network service agreements, network outsourcings, and related transactions on behalf of large users. Together, LB3's 9 partners have assisted enterprise customers in connection with over 1,000 network services agreements and related transactions and have more than 250 years of experience in the field. Beyond transactions, LB3 is the leading representative of large end users and IT companies before the FCC and other regulators, and is the first choice of large end users whose relationships with their communications providers have broken down. LB3 also advises clients in connection with software licenses and telecom-related acquisitions.



TechCaliber Consulting, LLC ("TC2") helps major businesses get the most out of their voice services, data networks and managed services at the lowest possible cost. TC2 cuts through carrier efforts to obscure prices by establishing target prices before negotiations begin using a wealth of hands-on experience in the market for corporate voice and data services and managed network operations. TC2 works with clients to support and/or lead the proposal process and negotiations, enhanced by its affiliation with LB3. Most importantly, TC2 helps clients structure their obligations to maximize each client's permanent, ongoing leverage as real prices decline, new technologies emerge, and telecom industry upheaval reshapes both domestic and international procurement options. TC2 works primarily for large multi-national companies, supporting over 100 deals each year that range in value from a few million dollars to over \$1 billion.