

Calero-MDSL helped this retailer save millions in telecom expenses and earned their loyalty for the best of all possible reasons

TELECOM ENVIRONMENT

\$45M+ Spend

17,000+ Mobile Devices

4500+ Invoices

55 Vendors

\$185K+ Monthly Savings

EXECUTIVE SUMMARY

The client is a leading integrated retailer providing a range of home merchandise, apparel and automotive products and services through branded and affiliated full-line and specialty retail stores, as well as online.

Managing communications and related expenses for a large national retail chain is a far greater challenge than some might expect, especially given the lifecycle of retail organizations.

Once established, the quickest, easiest way to create growth is to acquire locations from other retailers. These may be individual stores, or other chains. As would be expected, the challenge there is merging systems between the acquiring company and the acquired.

Technology itself plays a role as well. In recent decades many new technologies have earned tremendous adoption, including digital display marketing, in-store sensors, inventory enhancements, new point-of-sales systems, and much more. Most of these require telecom connections which must be maintained, managed and paid for.

CHALLENGES

The rise of internet retailing is perhaps the greatest of the many challenges. In just the past few years many premier brand retailers have closed hundreds, even thousands of their locations. These closings also put stress on those responsible for telecom expense management (TEM). The largest exposure, of course, is delay in canceling services that are no longer required. Many lose thousands, even millions of dollars paying for telecom services at their closed locations.

At a certain point, the client realized that their own telecom management personnel were being terminated one-by-one and they no longer had sufficient resources to keep expenses under control. Though they were working with an external TEM company, they were completely dissatisfied with the results they were submitting. They needed a new provider that would help them protect their budgets by carefully managing their telecom expenses.



SOLUTION

In early 2015, Calero-MDSL took over from the previous TEM provider. Immediately, significant savings were identified and reported to the client through a comprehensive audit. Over the next four years Calero-MDSL would find almost \$900,000 in refunds simply from auditing existing contracts.

Another outcome from the initial audit work was the creation of an accurate inventory of all existing telecom-related agreements with all carriers and providers, and also the equipment being used by employees, including mobile devices. This would become more and more important to control as more personnel were terminated. Calero-MDSL continues to manage this inventory using their fully automated digital systems.

Calero-MDSL also set up a consistent, comprehensive, highly automated process to manage the disconnection of closed locations from all telecom services. Soon, the client was providing them with early notice of planned upcoming closings. This allowed them to begin necessary processes well in advance of the closing and end them much sooner after.

RESULTS

Over the years, the remaining telecom-expense-related staff has departed and Calero-MDSL assumed control of all TEM-related functions. The client has been able to **keep their inventory updated and accurate** which is integral to their ability to effectively manage their entire telecom estate.

Since the stores began closing **Calero-MDSL has delivered monthly savings of more than \$185,000, totaling over \$3 million** in savings and refunds to date.

Calero-MDSL **earned the client's loyalty** for the best of all possible reasons: a job done properly, effectively, and significant savings returned consistently throughout and beyond the original contracted period.

Calero-MDSL BY THE NUMBERS

\$22B+

Annual technology spend under management

3,000+

Clients with the largest, most complex global technology environments

102

Countries deployed

3M

Mobile devices managed from carriers throughout the world

calero  mds1

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