



Customer:

Videotron Business Solutions & one of its largest national customers

Challenge:

Telecom audit focused primarily on Phone Line Reduction for national Videotron customer with 200 sites.

Solution:

- The ADEL Phone Line Reduction (PLR) methodology.
- An audit team consisting of technicians, data collectors, and analysts

Benefits:

- Average savings of 25% of current phone line expenses.
- Complete site audit reports with detailed site audit information, savings, equipment, and recommendations.

“We were most impressed by the ADEL team of resources, their professionalism, and their expertise in performing these types of audits”. Eric Champagne, Vice-President of Marketing, Videotron Business Solutions.

ADEL Identifies \$450,000 of Annual Savings for One of Videotron's Largest National Customers

About Videotron:

Videotron Ltd. (www.videotron.com), a wholly owned subsidiary of Quebecor Media Inc., is an integrated communications company engaged in cable television, interactive multimedia development, Internet access services, cable telephony and wireless telephone service. As of December 31, 2009, Videotron was serving 1,777,000 cable television customers, 1,170,600 high-speed internet subscribers and was providing cable telephone service to 1,014,000 Québec households and organizations. Furthermore, Videotron Business Solutions has over 65,000 commercial customers: SME and large businesses. For the 4th consecutive year, Videotron was named Quebec's most respected telecommunications company by Commerce magazine, based on a Léger Marketing survey.

Context & Challenges:

One of Videotron's nationwide presence customers (“the customer”), a world leader in its sector, was faced with the difficult challenge of reducing the company's local line expenses quite rapidly. Their management team operates more than 200 sites throughout Canada, consisting of anywhere from 5 to 500 users per site. In principle, each site was required to tightly manage and monitor all associated telecom expenses in accordance with the Customer's budget and the sites' individual operating requirements.

Senior executives felt further savings could be achieved by the means of an internal audit aimed primarily at local line reduction, long distance, and voice conferencing services. By any measure, the audit process was not going to be an easy task. To make the situation even more challenging, the audit process and recommendations had to be completed within 8 weeks from the project launch date so as not to miss any money saving opportunities.

None of the required audit data was centralized, which meant data collection had to be performed on a site-by-site basis. “We knew we couldn't rely on the sites themselves to analyze invoices or physical equipment as most of the local resources' focus and expertise were not in telecom”, said Eric Champagne, Vice-President of Marketing for Videotron Business Solutions. “Faced with the possibility of reviewing more than 800 records of data and invoices covering all the different services (lines, equipment records, long distance, traffic reports, etc.) and spanning several service providers, we knew external expertise would be required to achieve our client's saving objectives.” Champagne said.

The Solution:

Videotron, on behalf of the Customer, sought a partner which had the ability to rapidly dispatch a workforce of technicians in cities across Canada for equipment audits. Another key factor was the experience of the partner. “We looked for a partner we knew would be able to hit the ground running and had the internal expertise to conduct a thorough and accurate audit on behalf of our client”. Champagne said.

“The ADEL audit allowed us to identify significant savings in telephony service for the Customer, representing around 25% of their initial phone line billing.”

“We were pleasantly surprised to see that 60% of the savings were achievable within the first 6 months, and most of the remainder within the next 12 months”.

After careful review of key vendors, Videotron selected ADEL Solutions to conduct the audit, identify the savings and make the recommendations to the Customer. “We were most impressed by the ADEL team of resources, their professionalism, and their expertise in performing these types of audits”, Champagne said.

The ADEL team utilized its standard PLR (Phone Line Reduction) Methodology & Tools to perform the audit. “In projects of this nature, timing is everything. We knew everything had to be carefully centralized, organized, and executed on-time or we would never meet the client’s timeline” said Joe Bigio, the company’s President & CEO.

Working closely with Videotron’s project lead, the ADEL audit team compiled an inventory of the data available and any missing information. “Since our primary focus was Phone Lines, we launched a combined initiative of technicians and telecom data collectors to obtain and compile the data. We gathered key information regarding phone lines and usage as well as long distance rates, phone equipment, faxing services, and more” Bigio said.

The data was then compiled and analyzed by ADEL’s team of experts in search for savings, contract renewals, and any abnormalities worthy of attention. “We then cross-verified our information against our Physical and Remote Sites audits to reconcile the data and ensure our targets were accurate. The data was then entered into our proprietary Audit Tracking System (ATS) for the purpose of data analysis and reporting” Bigio said.

The Benefits:

Delivered on-schedule, the Customer received a copy of the ATS database and several key reports including a complete Individual Site Audit Report which provided the Customer with a complete snapshot of the sites, savings, equipment, recommendations.

“The ADEL audit allowed us to identify significant savings in telephony service for the Customer, representing around 25% of their initial phone line billing”, Champagne said.

The savings were compiled and organized in a roadmap fashion in accordance with the termination of contracts. “We were pleasantly surprised to see that 60% of the savings were achievable within the first 6 months and most of the remainder within 12 months”, Champagne said.

An additional \$145K of savings was also identified by ADEL as achievable through contract renegotiations for equipment and leases as well as solutions for fax line reduction.

After approximately 6 months, the Customer was able to confirm almost all of the ADEL recommendations achieving more than 75% of the ADEL targets with more to come. “Our client was extremely satisfied with the outcome of the audit and the savings achieved thus far. Furthermore, they now have detailed information about their sites which has been very instrumental in managing many telecom related decisions within those sites”, Champagne said.

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Please visit us on the web for more information

www.AdelSolutions.com

Corporate Headquarters:

5006 boul. Decarie, Second Floor
Montreal, (Quebec) H3X 2H8
CANADA

(877) 225-8923
info@adelsolutions.com