

Case Study: Global Hospitality





Telwares delivers solutions that capitalize on nearly two decades of experience negotiating the economics behind enterprise networking and IT infrastructure deals.

We identify leverage for our clients and quickly take cost out of their businesses - with little disruption to existing technology or the network environment. In parallel, we evaluate next-generation technology options regardless of current commercial constructs or suppliers, adding to the leverage profile and market opportunity for clients.

Overview

Major players in the hospitality industry have many issues to contend with: the global economic condition, competitive segmentation on a macro-scale, requirements for “green” compliance efforts and regulation, and a growing influence from third parties in the customer interaction lifecycle. In addition to these overarching trends, technology is playing a growing role in competitive differentiation: capitalizing on mobile channels for customer engagement, in-room technology enhancements, and the use of analytics and business intelligence for operational efficiency and revenue-enhancing insights.

This Telwares client is a Global 1000 hospitality leader with a substantial US and global footprint of locations with over 4000 hotels in over 100 countries, and \$18B in revenue.

Scope of Engagement

While the initial engagement with this client encompassed the renegotiation of all voice and data network services, our partnership has involved multiple engagements over the course of five years including:

- Competitive bid for all network services including corporate campus environments and connectivity
- Executing a full audit to ensure contractual compliance across wireline and wireless services
- The strategic renegotiation of global wireline network services
- Evaluation and competitive sourcing of wireless / VSAT technology replacement across all properties
- The negotiation of managed services agreements across the client’s WAN environment
- The renegotiation of the client’s CDN agreement

Compelling Results

The initial competitive bid for network services generated over 36% in annual savings, and generated one-time audit refunds in excess of \$250,000. In a subsequent engagement for the strategic negotiation of wireline voice services, negotiations were complete in six weeks and secured an additional \$500,000 in annual savings.

Building on the success of these earlier projects, Telwares was again engaged for three sourcing initiatives: strategic negotiation for global wireline services, wireless/VSAT technology replacement and WAN managed services. The global wireline and wireless contract negotiations yielded annual savings of over 26%. The strategic sourcing of global WAN managed services business saved nearly 10% annually.



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