

Case Study: Fortune 500 Retail Company





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

The retail industry has experienced sweeping, permanent change in the past few years – economic downturn around the globe, shifting patterns in consumer demand, a changing landscape of channels to generate revenue and maintain brand continuity, and most importantly a shift in the way technology is leveraged in creating competitive advantage.

This Telwares client is a leading Fortune 500 retailer with a substantial US and global footprint of locations exceeding 1000 stores, 30,000 employees, and over \$11B in revenue.

### Scope of Engagement

Initially, Telwares assessed the contractual and technological landscape of the client's US-based operations, in an effort to develop the foundation for a broader global alignment of network services and assets within 12 months. Telwares outlined a roadmap for execution with a focus on:

- Taking near-term cost out of business during an extremely challenging retail business environment
- Aligning non-coterminous contracts to allow for an optimized future competitive sourcing event
- Allowing for enhanced operational insight with comprehensive, detailed inventory builds
- Executing a full audit to ensure contractual compliance across wireline and wireless services
- Outlining the strategy and steps for broader global sourcing opportunity for fixed and wireless services, caring for additional domestic and international service providers

### Compelling Results

Telwares drove the process for five concurrent renegotiations, accomplishing the objectives outlined above in less than 6 months, and delivering more than 25% of annual cost savings. The contracts were aligned and commitment structures enhanced, to allow for a competitive sourcing event that would capture incremental categories across wireline and mobility services both domestic and abroad.

The subsequent global RFP process included more than 20 incumbent and prospective service providers addressing all aspects of the client's global wireline and wireless environments, as well as next generation technology considerations including SIP and VoIP.

The results of the RFP were just as compelling as the initial phase of the project, capturing an incremental 27% of annual cost savings. The resulting contracts also addressed required flexibilities and risk-mitigation considerations that are crucial to maintaining leverage and market agility. Additionally the client was able to make better-informed decisions regarding its supplier choices, aligning them with the proper technology foundation to support its long term roadmap.



**Telwares Inc.**

7901 Stoneridge Dr., Suite 310  
Pleasanton, CA 94588

+1-925-224-7800 : Main

+1-925-251-0661 : Fax

[info@telwares.com](mailto:info@telwares.com)