

AS SEEN IN AvayaExtra

VoIP: No Money? No Problem!

By Keith Larson, AnchorPoint

At the VON Conference in Boston, half the conversations were about what VoIP technology can deliver. Multimedia servers. Communications convergence driving new business value. New standards to simplify integration. There was lots of excitement and energy with the promise of new capabilities changing the way we interact and conduct business.

Tempering this enthusiasm were conversations about whether there really is a new killer app that will drive rapid adoption, is there a clear ROI, and most importantly, where will the money come from given IT priorities?

There are many factors that must be assessed when considering what, when and how to take advantage of VoIP. Each enterprise's decision is unique, but there is one challenge all seem to share – how to free up operating and capital expense funding to afford the new solutions.

Most enterprises are spending nearly half their IT budget on local, long distance, high-speed, wireline and wireless services for office, mobile and remote communications. While the cost per unit for traditional services has fallen, the overall cost has risen as new services are adopted and usage has skyrocketed.

Adding to the financial challenges, many enterprises continue to waste between 10 and 40 percent of their communications expenses. A portion of this is carrier over-billing. Not surprisingly, most organizations do not have the in-house expertise or staff to audit the hundreds or even thousands of invoices received monthly. Another portion is due to insufficient internal practices related to how communications solutions are acquired and managed. For an organization with 5,000 employees, that can translate into \$2 million of annual waste. This is relatively proportional for other size companies, meaning the largest enterprises may be wasting tens of millions of dollars each year.

Finding the savings takes some work and time, but can be realized for years to come. Establishing an accurate inventory of communications assets, capturing usage metrics, auditing invoices and changing end user behavior are required. There are off-the-shelf Telecom Expense Management (TEM) applications that can help automate these processes. TEM vendors also may offer industry expertise and a variety of outsourced services. For companies that focus on developing internal core competencies and off-load non-strategic activities to business partners, this may be an area of further potential savings.

The hidden gem of uncovering these savings is that the analy-

The Challenge:

ACHIEVE A 10%-20% REDUCTION IN YOUR VOICE, DATA, AND WIRELESS NETWORK COSTS.

The Solution:

 **AnchorPoint**
Telecom Financial Management Solutions

For the past two decades, AnchorPoint has helped businesses save millions of dollars by controlling the escalating costs of converged enterprise networks. Get a free copy of our latest white paper *Cutting IT/Telecom Costs: A Roadmap to Assessing Enterprise Savings to begin your savings evaluation.*

AnchorPoint TFM delivers:

- > Wireless, VoIP, and PBX Call Accounting and cost management
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sis will help build the case for implementing VoIP solutions. By fully examining communications usage and assets, enterprises can begin to establish a baseline of current patterns and costs, assess the ROI of a converged network, and develop processes for managing it.

Armed with this information, the pitch to management is clear – free up cash by reducing waste in the communications budget and reinvest it in new VoIP and multimedia capabilities. With cash in hand and a strong business case, it is hard to refute. ☐