The Mid-Size Enterprise Guide to Optimizing the Communications Lifecycle

Enterprise communications used to include just voice and data - with management owned by a single internal resource. Today, a broader infrastructure is needed to support employee and customer interactions: unified communications, contact centers, the cloud, and all the important applications that run on it. Each has unique providers, contracts, and processes. This means supporting new and aging systems and managing increasing maintenance and service provider costs—all while keeping everything running and accounting for every dollar.

Mid-sized companies typically lack the resources to keep pace with the growing complexity of their communications ecosystem. As enterprises lose their dedicated telecom management resource due to IT budget constraints, responsibilities become factionalized across overqualified and overloaded IT resources, other departments, and external third parties such as Telecom Expense Management providers (TEMs), agents, and auditors. This often results in:

Limited visibility, which impedes problem solving Most companies work with a complicated mix of internal and external resources across all their services, locations, and assets. You may be able to lean on AP or a TEM to corral all your invoices and get a sense of your total monthly spend. But when questions come up or services go down, it's not clear where to go or whom to ask—and there's no time for a lengthy fact-finding project.

Fractionalized teams that lack vision and alignment With communications responsibilities divided across business units, departments often make decisions without realizing all the up- and downstream impacts they will have. Even when disparate teams work in the same spreadsheet or portal, they still often end up focusing mostly on the tasks they own.

Your telecom infrastructure is draining essential resources

32% of first invoices have errors after MACDs/service change

30% or more overspend on cloud licensing

13% of telecom spend is wasted on late fees

2 hours/month per location needed to manage communications lifecycle

Companies overspend up to 50% on telecom

Insufficient time and resources to make necessary changes You may know the changes needed in your communications ecosystem. But without adequate support, it's often not possible to make them.

Your business can't afford to stay locked in this endless fire-fighting cycle.

The Case for Change: Communications Lifecycle Management (CLM)

There is an alternative to the chaos and overwork of managing your organization's communication infrastructure. With Communications Lifecycle Management (CLM), you can offload the full spectrum of telecom management tasks to an expert third party dedicated to optimizing your communications lifecycle. This lets you:

- ☑ *Accurately visualize and understand your communications assets and costs.*

- ☑ *Align teams and prioritize tasks so you can complete more projects and capture quick wins.*

- ☑ *Execute at scale—right-sizing your costs and resource utilization while minimizing effort.*

CLM is a comprehensive service that helps multi-location companies buy, manage, and optimize connectivity, unified communications, and collaboration and contact center solutions through a wide range of service providers. As this dedicated extension of your IT team manages the full lifecycle of your voice and data assets, you can recover the resources spent managing mission-critical infrastructure—plus liberate your IT team to focus on strategic priorities and key projects.

CLM outperforms other third-party vendors by taking a holistic approach to managing all aspects of your enterprise communication infrastructure.

100%

Comprehensive solutions Unlike the traditional agent model, CLM offers end-to-end solutions that cover the entire communication spectrum, from procurement to retirement, ensuring seamless integration and optimized operations.

Cost control and performance improvement Beyond the cost controls of telecom expense management (TEM), CLM improves performance through proactive planning so your enterprise can keep pace with rapidly evolving technologies

Today CLM services are available at a price point that makes outsourced support attainable for the mid-market.

Unified platform In addition to procuring and managing multiple communication services as aggregators do, CLMs also manage contracts and vendor relationships to enhance overall performance and productivity.

zLinq puts your communications infrastructure to work for your mid-size business
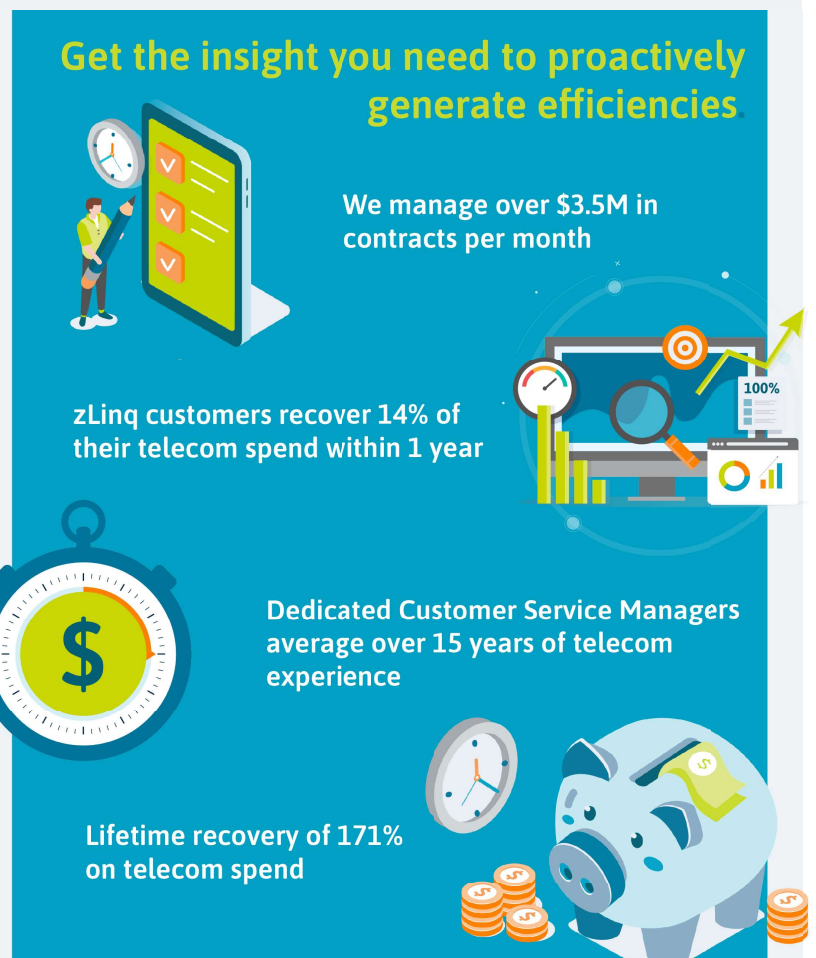
Mid-size companies can't afford cost overruns of a poorly managed telecom system. Facing more acute resource constraints than larger enterprises, you must be nimble in navigating the pace of change. Without the dedicated internal resources to make rapid decisions and fixes—or even reliably manage TEM services software—you need a foolproof way to optimize your communications investment.

zLinq CLM services ensure peak performance and maximum efficiency through dedicated management of the entire communications lifecycle. zLinq enables mid-market companies to optimize the value of your communications infrastructure.

Drive strategy with complete visibility

zLinq's Visualization Toolkit goes far beyond a simple dashboard. It provides the three key ingredients to ensure your success.

- ✓ Collects, analyzes, and decodes your infrastructure data in near-real time for IT audiences - so they can take decisive action. Customers can see their entire communications inventory in full context of providers, locations, contracts, even down to individual circuit IDs.

- ✓ With all this information color-coded and organized by locations and service type, zLinq will help you spot problem areas and answer tough questions.

- ✓ This enables you to take a more strategic approach to managing your services - eliminating waste and generating savings that go right back to your budget.

Get the insight you need to proactively generate efficiencies.

We manage over $3.5M in contracts per month

zLinq customers recover 14% of their telecom spend within 1 year

Dedicated Customer Service Managers average over 15 years of telecom experience

Lifetime recovery of 171% on telecom spend

Reduce up to 30% overspend on communications infrastructure

Unify fractionalized teams to make a greater impact

zLinq is the only company with integrated consulting and support that works for, and across, everyone who helps manage your communications function. Our Unified Support model will align your teams around top business priorities, so the work they do is clear and collaborative—instead of siloed and competitive.

You'll partner with a single expert account manager who acts as a true extension of your team. They work on your behalf to identify opportunities to save time and costs, and provide the road-maps and expert support to get them done. Using a purpose-built software to enable collaboration, you will eliminate the gaps and wasted time and effort that have frustrated your teams in the past.

Reduce your workload and your risk

zLinq is your partner in ensuring your systems stay up across your entire ecosystem as you optimize the communications lifecycle. zLinq will manage the burden of change on your behalf with a unique process, backed by playbooks and expertise, proven to get results. With a budget-neutral guarantee, zLinq shares both your workload and your risk. If you don't save more than zLinq fees, you'll be refunded the difference.
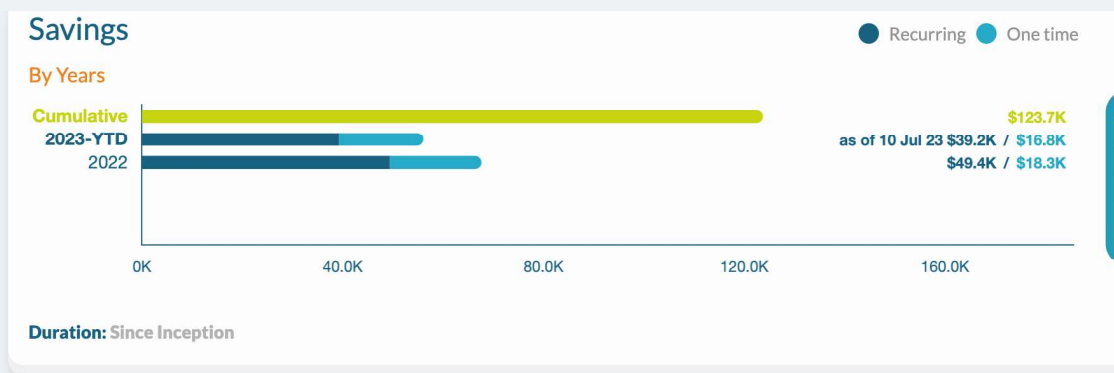
"zLinq saved us $124K in annual savings and a 37% cost reduction!"

- Academy Bank

We guarantee you'll save more than our fees, or we'll cut you a check for the difference!

zLinq has your CLM handled. So, you can get back to mission-critical work.

✓ *Regain 1-2 hours of productivity per location per month, depending on size.*

✓ *Reduce spending up to 30% as zLinq renegotiates contracts, conducts technology and utilization reviews, and resolves billing issues on your behalf.*

✓ *Get what you're owed every time by holding providers accountable—to SLAs, MACDs, billing issues, contract terms.*

✓ *Optimize performance by identify aging or obsolete assets and get them upgraded or turned off.*

✓ *Quickly scale and procure needed services for any location as your business grows and evolves.*

✓ *Eliminate much of the project management work that has distracted your voice and data teams in the past.*

Savings

Recurring ● One time ●

By Years

Cumulative	$123.7K
2023-YTD	as of 10 Jul 23 $39.2K / $16.8K
2022	$49.4K / $18.3K

0K   40.0K   80.0K   120.0K   160.0K

Duration: Since Inception

zLinq owns the effort. You own the success.

With zLinq managing your communications lifecycle, you can stay focused on the big picture. You'll get the support you need to uncover and eliminate waste, so you can dedicate time and energy where they will have the most impact. By making a fractured and abstract communications environment clear and concrete, you'll enable your team to identify and deliver the performance the business needs. Ultimately, you'll be able to own not just the effort but the success of all the great work you invest in managing your communications ecosystem.