
What You Can't See Can Hurt You

*Drive Enterprise Communications Strategy
with Complete Infrastructure Visibility*

Business transformations have brought increasing complexity to enterprise communications infrastructure.

Today, supporting employee and customer interactions often requires unified communications, contact centers, the cloud, and all the important applications that run on it. Each has unique providers, contracts, and processes.

Lacking the dedicated resources to manage ever-escalating telecom management demands, your work is increasingly fractionalized. Whether you are outsourcing responsibilities to external third-parties such as TEMs, agents, and auditors or delegating internally to overburdened or overqualified IT staff, complexity is costing you.

Without a clear line of sight into your communications lifecycle, your company is unable to optimize your time, teams, and budget.

What you can't see can hurt you

Limited visibility across your providers, assets, and locations can lead to significant overspend on your communications environment. The table below shows the real world impact facing multi-location businesses.

Type	#Locations	Avg Providers	Avg Assets	% Possible Overspend
Credit Union	>30	17.7	175	35%
Bank	>100	12.2	590	38%
Manufacturing	>20	8.4	145	16%
Healthcare	>20	8.7	197	19%

*zLinq industry benchmarking data



Communications Management Challenge

Business Limiting Impact

Hidden costs & inefficiencies



Unnecessary or over-spec'd services
Wasted spend

Gaps in people, processes, & tech



Misaligned priorities
Wasted time
Uncertain roles & responsibilities

Limited time or resources



Ineffective project management
Failed initiatives
Inability to strategically solve problems

"I've been caught off guard multiple times with contracts auto-renewing without my knowledge. And as carriers raise prices, my costs are spiraling."

Most companies work with a complicated mix of providers 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, this information won't help you resolve issues.



"We have such a mixed bag of providers that I often don't know who to go to for what—or what my actual monthly spend is. Every time I need that info, I must either dig through emails or bother AP."

When you don't know which circuit is the problem or where a particular charge came from, it's often unclear where to go or whom to ask. And with your team's many other essential responsibilities, you simply don't have time for another lengthy fact-finding project.

"Our invoices are a nightmare. Either I'm flipping through an 800-page document or juggling 800 separate bills. And half the time, I can't even decipher what the charges are for."

Locked into this never-ending firefighting cycle, it's not possible to truly manage your communications infrastructure—until you can see it all in one place with full context.

Strategic optimization begins with visualizing your inventory in context

Owning your success begins with shifting from tactical reactivity to a strategically proactive approach to communications management. Creating a clear line of sight into your communications ecosystem is the only way your business can effectively align around the highest-value work and execute in ways that minimize effort, costs, and inefficiencies. The path to strategic optimization begins with visualization.

Visualize

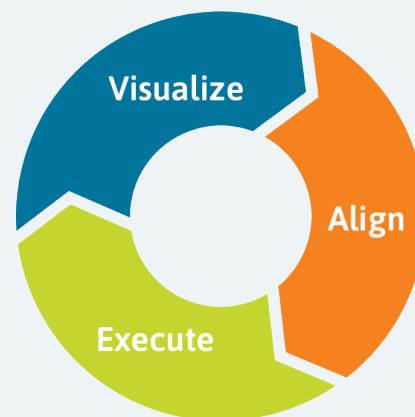
First, you'll need to accurately visualize your communications assets and costs, understanding what you have in place where, and why.

Align

Then, you'll need to align teams throughout the enterprise, prioritizing tasks to complete more.

Execute

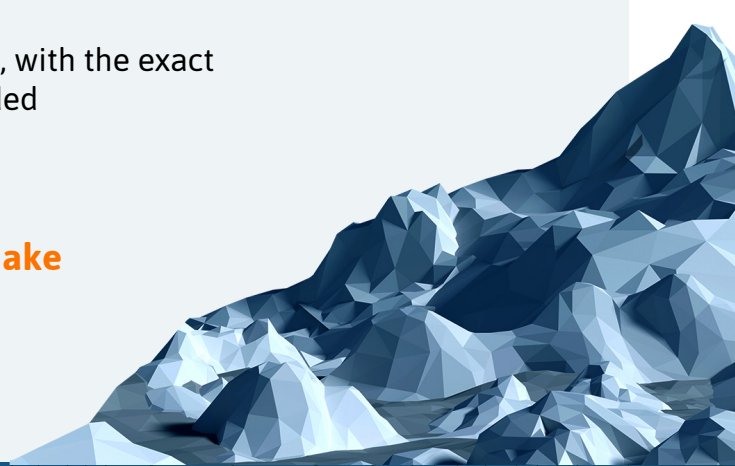
With everyone on the same page, you'll be able to execute at scale—right-sizing your costs while minimizing effort for your team and you.



By visualizing a single source of truth about your communication infrastructure at both the macro and micro level of detail—organized by location and service type—you can:

- ✔ Identify outliers, such as two sites that have the same providers and circuits but are paying different rates.
- ✔ Anticipate contract renewals months in advance, so they can be proactively renegotiated before costs go up.
- ✔ Find disconnected or decommissioned circuits, with the exact information needed to either get them upgraded—or turned off.

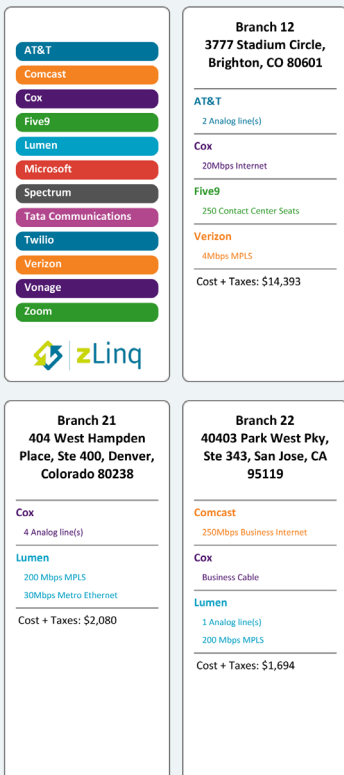
Equipped with the information you need to make strategic decisions, you can optimize your communications resources and results.



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

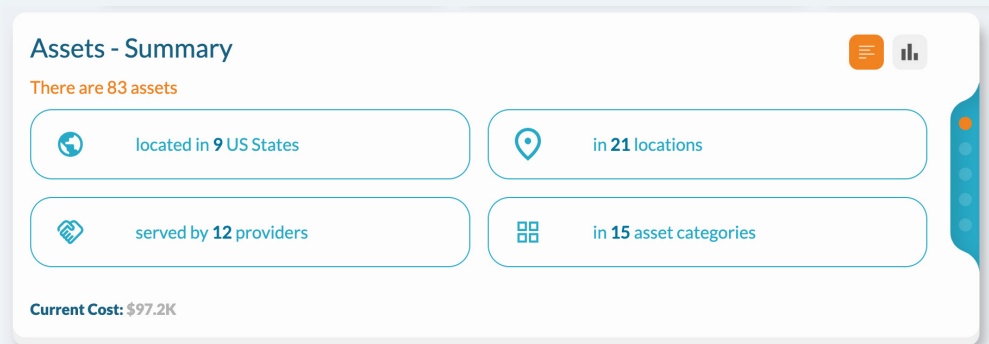
- ✓ *Regain 1-2 hours of productivity per location per month, depending on size.*
- ✓ *Reduce spending up to 30% as zLinq renegotiates contracts, conducts technology and utilization reviews, and resolves billing issues on your behalf.*
- ✓ *Get what you're owed every time by holding providers accountable—to 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.*

**zLinq Visualizer shows asset distribution across locations by type and provider.*



Branch	Address	Providers	Services	Cost + Taxes
Branch 12	3777 Stadium Circle, Brighton, CO 80601	AT&T, Comcast, Cox, Five9, Lumen, Microsoft, Spectrum, Tata Communications, Twilio, Verizon, Vonage, Zoom	2 Analog line(s), 20Mbps Internet, 250 Contact Center Seats, 4Mbps MPLS	\$14,393
Branch 21	404 West Hampden Place, Ste 400, Denver, Colorado 80238	Cox, Lumen	4 Analog line(s), 200 Mbps MPLS, 30Mbps Metro Ethernet	\$2,080
Branch 22	40403 Park West Pky, Ste 343, San Jose, CA 95119	Comcast, Cox, Lumen	250Mbps Business Internet, Business Cable, 1 Analog line(s), 200 Mbps MPLS	\$1,694

**zLinq Assets Summary shows an at-a-glance view of where your assets are, how many providers you have, and number of asset categories.*



Assets - Summary

There are 83 assets

- located in 9 US States
- in 21 locations
- served by 12 providers
- in 15 asset categories

Current Cost: \$97.2K

**Assets – Summary shows the total number of assets across different services and providers in multiple asset categories.*



Savings

By Category

- Price Reduction - \$43.5K
- Replacement - \$27.7K
- Billing Error - \$21.1K
- Disconnect - \$16.1K
- Service Interruption Credit - \$15.4K

Duration: Since Inception

By Category Breakdown:

- Price Reduction: 35%
- Replacement: 22%
- Billing Error: 17%
- Disconnect: 13%
- Service Interruption Credit: 12%

zLinq Visualization Toolkit



The zLinq Advantage

Visualize your environment in full context

Our Visualization Toolkit collects, analyzes, and decodes your infrastructure data in near-real time for IT audiences - so you can take decisive action.

Align your people around top priorities so they collaborate, not compete

Integrated consulting & support that works for, and across, all impacted teams.

Execute with purpose without having to take on all the work

A risk-sharing partner model that takes on the burden of change and guarantees results.

**Own the success,
not just the effort.**