Business Model Comparison Guide

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The Situation

Business transformations have pushed the boundaries of Voice and Data to include contact centers, unified communications platforms, and other cloud-based systems. To manage this increasing complexity, organizations rely on third-party outsourced business models including TEM (Telecom Expense Management), Auditors, Agents, Aggregators, and CLM (Communications Lifecycle Management).

Each of these business models can provide significant value but selecting the right one for your organization can be complicated. When choosing which model is right for your organization it is important to examine your company's needs and match them to the core competencies of each business model.

Business Models

	CLM	TEM	Auditor	Agent	Aggregator
Business Model	SaaS	SaaS	One-Time Consulting	Commissioned Broker	Service Provider
Billing Model	Monthly Fee	Monthly Fee	One-Time Fee	Commissions from provider	Fee added to Service Invoice
Requires Provider or Tech Migration	No	No	No	Yes	Yes

CLM is a comprehensive service that combines the most essential capabilities from all of the different business models. CLM is designed to help multi-location companies buy, manage, and optimize connectivity, unified communications, and collaboration & contact center solutions through a wide range of service providers. The CLM model also acts as a true extension of your IT team, managing the full lifecycle of your voice and data assets , enabling your IT team to focus on strategic priorities and key projects.

Core Competencies

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	CLM	TEM	Auditor	Agent	Aggregator
Offerings	Inventory & Audit, Cost Optimization, Inventory Management, Invoice Processing, Advisory Services/ Project Management	Invoice processing, invoice payment, GL coding	One-time audit, primarily focused on pricing efficiency	Procurement and management of services purchased from agent	Resell services from other providers
Ideal Use Case	Ideal for multi-location, mid-size companies with multiple vendors and constrained resources	When you have $5M+ annual spend, In-House Telecom Manager, complex AP GL coding requirements	When you want recommendations on what to do and have resources to implement them	When you are certain you need to rip and replace your current solutions	When your current voice and data services are off contracts, and you are willing to make a vendor change
Possible Pitfalls	Limited provider/tech complexity needs or a static environment with less than 5 locations	Inadequate engineering capabilities to successfully manage inventory	Does not implement optimizations on behalf of client	Requires technology or vendor migration, works on provider-based commissions	Requires vendor migration, middleman between service provider and client
Sample Vendors	zLinq	tangoe	Deloitte.	Multiple Vendors	Granite

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.