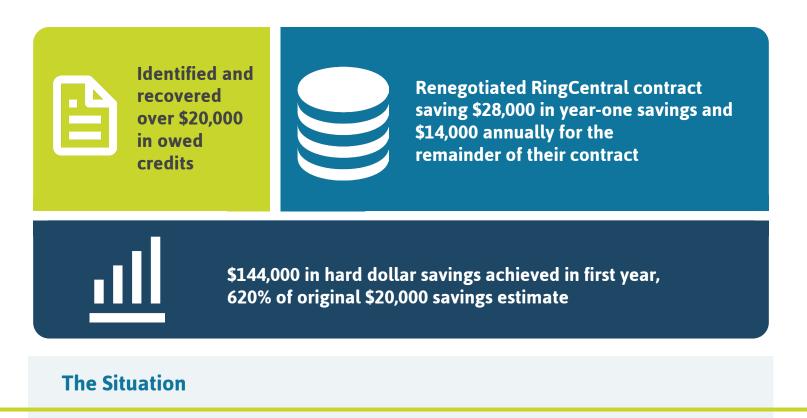


# Case Study XCitizens Bank®



Citizens Bank, a 30-location financial services institution, was undertaking a two-year plan to optimize costs and modernize their communications infrastructure. They selected zLinq Communications Lifecycle Management to drive annual cost savings of \$20,000 by updating and auditing their communications inventory and augmenting their 7-person IT team's efforts around securing SLA credits, managing disconnects, and assisting with contract negotiations.



# Case Study Citizens Bank



## Challenges

Modernize and harden telecom/ communications systems

Identify cost optimization opportunities equaling \$20,000/year

Contract management & negotiation

Limited IT resources to support 30 locations

#### **Solution**

zLinq Communications Lifecycle Management

Inventory build and audit

Spend benchmarking analysis

**Contract renegotiation** 

DIA to broadband migration

Credit reclamation

Budget Neutral Guarantee



### zLinq Advantage

Citizens Bank, like most banks with multiple locations, have contracts with several carriers. And while much effort is put into the initial negotiations to ensure favorable terms, carrier contracts are notoriously complicated. Language around future rate increases or auto-renewal dates are easy to miss, leading to overspend and limiting the ability to update aging or insufficient equipment and services.

Avoiding these pitfalls not only requires a deep understanding of carrier contracts, but also the inside knowledge of what carriers are willing and able to negotiate. The zLinq Client Services team averages 15 years of telecom carrier management experience and manage millions of dollars in client telecom spend. This not only allows them to ask the right questions but also gives them leverage to negotiate the best solution.