

Enterprise Telecom Case Study

Approximately **\$6 million in savings** for a Fortune 150 Pharmaceutical Company

At A Glance

BLX was engaged by a leading multi-national pharmaceutical company, to provide support and expertise for RFP development, negotiation strategy and financial analysis related to its wireless mobility estate. This customer has a U.S. wireless line count in excess of 17,000 active corporate lines comprised primarily of smartphones and data-only devices with heavy field use by clinicians and sales personnel. The operations and procurement teams were highly skilled and knowledgeable in the wireless space and their management, oversight and processes were well above average. However, this customer was also savvy enough to understand that their view of the market was limited and that they could benefit from the broad market view and benchmarking intelligence that BLX could provide. In addition, the customer had limited internal resources and welcomed the additional personnel that BLX brought to the project to help offload most of the workload required to complete the RFP process, financial analysis, and contract negotiations. BLX was able to seamlessly integrate with the customer's sophisticated internal processes from RFP development all the way through to final contract execution.

Negotiation

Despite having knowledgeable, dedicated professionals on its core team, this customer recognized the value of hiring BLX to supplement its internal resources and increase its negotiation leverage. BLX performed the following activities:

- Met with IT and Procurement to understand operational & contractual objectives
- Analyzed billing invoice data and built comprehensive Network Services Profiles
- Developed competitive RFP negotiation strategy and documentation
- Released RFP for competitive bids and held individual bidder's conferences with all carriers
- Reviewed initial proposals, delivered timely feedback to customer, and crafted coaching for carriers
- Created in-depth financial models including multiple award scenarios along with side-by-side key proposal highlights comparisons for all bidders
- Reviewed final proposals, updated financial models, and provided carrier award recommendations with specific contingency conditions
- Negotiated final contract terms, completed all reviews and redlines, and facilitated final legal reviews and contract execution for each carrier awarded business

Result

Customer awarded contracts per BLX's recommendations to multiple incumbent carriers. In addition, BLX helped facilitate positive relationships with non-awarded carrier participants for future business opportunities including conducting post-negotiation reviews with carriers' senior leadership teams. Final contracts included significantly improved terms and conditions, along with additional contract flexibility via tiered pricing options which was a key project objective for this customer. Overall term savings for the project was approximately \$6,000,000.