

ASIGNET HELPS A BROADCAST COMPANY

The lack of decentralization and automation led to invoice reading difficulties, lack of reporting and no view of IT assets.

INDUSTRY: BROADCAST. | ORGANIZATION: A DIRECT-BROADCAST SATELLITE COMPANY

ABOUT THE CUSTOMER

Mid-sized middle east based multi-media company that provides direct broadcast media and internet services to consumers and businesses in the Middle East, North Africa, France, Spain and the United Kingdom. They currently have over 2000 employees across all the service countries.

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CHALLENGE

As a company operating in a highly competitive environment, controlling cost and maximizing efficiency of company processes are two critical components of being competitive. Because this company was purchasing services wholesale and re-selling (connectivity, content, etc.) there were several unique challenges unique to them versus corporations who would buy these services at the retail level. These were the challenges included:

- Auditing and validation of large blocs of bandwidth being purchased from multiple providers for resale to the end customer. Ensuring that the billed rates are contractually compliant and match the consumption of services for each type of service from each provider. Because this process was done manually, it was very difficult to do so with any degree of confidence.
- Manual processes made it difficult to keep up with the dynamic changes and sheer volume and complexity of billing information.
- Difficulty in truly understanding cost of services making it challenging to set a sell point that was both competitive and profitable.
- Billing provided by multiple carriers in many countries in different languages, currencies and formats making it very difficult to have a normalized view of charges and usage.
- Decentralized billing presented challenges have an enterprise view of costs and affected budgeting accuracy.

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SOLUTION

Using Asignet's proprietary, highly configurable and flexible platform, Wayfast^{*}, a single global solution was proposed, implemented and turned up. Because of high level of automation capability that is native to the Asignet solution, the solution was able to easily digest, normalize, analyze and manage not only enterprise IT issues, but unique to this client, the rationalization of its carrier (wholesale) billing for resale.

The solution that was built for the client accomplished the following goals:

- Stood up and deployed the Asignet global solution providing a single instance and a single fully integrated view of all assets, activities and data for the entire IT environment globally.
- Within 2 months from start, built and deployed carrier (wholesale) billing parsers to retrieve, validate and process all invoices encompassing all carriers, language and currencies in a single standardized view.
- Analyzed and audited the carrier billing which is very complex and very different than traditional retail carrier billing.
- Historical audit to identify and correct billing errors, along with recovery of past amounts owed due to misbilling by vendor. Also cost avoidance recommendations based on optimizing contracts and other contract vehicles.
- Custom designed RPA workflows enabling automation to integrate inventory, Workday, LiveAgent and AP systems.
- Provided a suite of custom reporting that allows users to see data holistically across all activities.
- Asignet solution used as system of record for the maintenance of all IT assets.

03

RESULTS

- Annual Labor savings estimated at \$85,000.
- Savings on IT infrastructure: \$104,000.
- Annual savings on software license optimization: \$25,000.
- Savings on fixed and mobile audit and optimization: \$210,000.
- Financial savings from operational efficiencies and other cost efficiencies: \$424,000.

^{*}Wayfast is a solution for IT/telecom and business to guarantee the full cycle of web applications development and a workflow/BPM product to maximize their respective skills.