

Better management & reporting enable Tamedia to drastically reduce its mobile costs

The largest private media group of Switzerland, Tamedia, relies on ATEM (Anatole Telecom Expense Manager) to bring transparency and cost awareness at all levels of the management organization, and the direct consequence is a drastic reduction of its telecom spend.

« Considering the savings achieved over 5 years, we estimate that at least 50% are directly linked to the use of ATEM »



Company Profile

COUNTRY
Switzerland

SECTOR
Media

STAFF
3,400

WEBSITE
www.tamedia.ch

MOBILE FLEET
1,400 mobile lines



Main Benefits

- Important reduction of telecom spend
- Automate cost allocation and internal recharging
- Raising awareness of employees through reporting
- Substantial reduction of the time needed to manage telecoms
- Inventory complete and always up-to-date
- Aid to optimization during the negotiation of carrier contracts
- Automatic migration of inventory when changing carrier

Customer Needs

The management of Tamedia was looking for a solution to reduce its high mobile costs.

Solution

The implemented ATEM solution offers customized reporting, adapted to the needs of Tamedia to raise users' awareness, automatically recharge costs internally and assist in taking the right decision at the right time.

Partner





Cost allocation

Taking responsibility and raising awareness

Before implementing ATEM, entering invoices and all k, it was also a potential source of errors.

No internal recharging was performed. The reporting in place at that time provided a macro view of the global costs evolution but didn't enable a detailed analysis of the costs, neither did it enable an individual reporting. Eventually, the relative weight of the mobile costs became so important that the management of Tamedia decided to work with the TEM experts from Anatole and Tmanco to implement a solution for the optimisation of telecom costs. Thanks to ATEM, these activities are now performed automatically with minimum effort.

« Before ATEM, we didn't recharge the costs because this task was too complex and required too much time. ATEM enabled us to better control our mobiles, correct errors and recharge the costs as we wanted. The fleet manager could finally perform the tasks that finance and the business needed from him. » **Rolf Portmann, Controller finance & staff, Tamedia**



Complete and up-to-date inventory

An indispensable step for reliable information

Managing the inventory is a key element in the process of implementing a Telecom Expense Management solution, it is the first step, indispensable to guarantee results.

Before ATEM, Tamedia didn't have a complete visibility of its mobile fleet. Moreover, employees could benefit from the contract negotiated by Tamedia and obtain a private subscription at special conditions: Tamedia owned the contract and the employee received the invoice directly. It then often happened that employees left the company and continued using their mobile without paying their invoice which, at the end, was paid by Tamedia. The inventory in place enables now Tamedia to control and track all contracts and usage.

« Managing the inventory in ATEM resulted in around 30% savings on the telecom budget the first year, 20% thanks to the clean-up and 10% thanks to the ability to separate professional and private subscriptions. The investment paid off within 6 months » **Rolf Portmann, Controller finance & staff, Tamedia**





KNOWLEDGE IS POWER!

A targetted reporting

The call-to-action at the earth of the transparency initiative

Noticing the sustained increase of mobile telecom costs, linked with the lack of precise information about the mobile fleet and its usage, the management of Tamedia chose the ATEM solution from Anatole for the power of its reporting feature. Each month, ATEM sends customized reports to each mobile user, to each cost-centre manager and so forth to all organisations levels up to the CEO. Mastering costs is everybody's business and this proved to be the winning strategy.

« To reduce the costs, we needed the ability to provide our teams with transparent information so they could take ownership of their usage. Without this change of consciousness from people, there wouldn't have been such an important reduction of costs»

Rafael Corvalan, Head of Corporate IT, Tamedia

Tangible results

Cost reduction and efficiency

Reports are used by end-user who now know their real monthly consumption, and by management who regularly performs detailed analysis of the costs that enable them to perform optimisations. Numerous actions, implemented thanks reporting, generate substantial savings:

- **No « ghost » mobile:** each mobile is clearly associated to a user and each manager is informed thanks to reporting
- **No excessive consumption:** less abuse, anomalies pop-up and can be corrected, better use of the carrier options aimed at reducing costs
- **Time gain for accounting:** thanks to interfacing ATEM with the SAP accounting software used at Tamedia
- **Better management of budget:** cost allocation to each budget entity, accurate analytic accounting, more conscious usage
- **Better contractual conditions:** a better knowledge of the consumption profile enabled us to negotiate where it counts when defining the carrier contract
- **Less bureaucracy, more productivity:** simplified process to obtain a mobile, since costs are now under control. This encourages mobility and has a positive impact on people's productivity

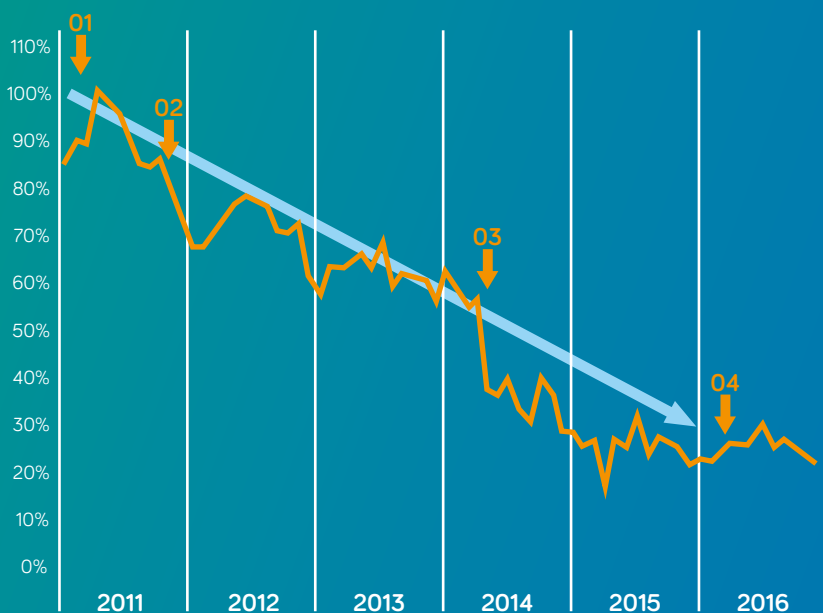




Proof by the numbers

Savings, ROI and drop of the average spend per mobile

- **An obvious ROI.** If we consider the total spend over 5 years and the cumulated savings during that period, at least 50% of these savings could be achieved thanks to ATEM and this represents around 3 times the cost of the solution itself. The ROI is obvious, and this without considering the other benefits brought by the solution, such as the time gain for the administration (fleet manager, accounting) and the gain of image for IT (transparency, contribution to the cost-reduction initiative)
- **Drop in the average spend.** If we consider the average spend per mobile per month, this spend dropped by 70% over 5 years. Without ATEM, Tamedia estimates that this drop would have been limited to around 40% (general downtrend in tariffs and contract negotiation with carriers). ATEM enabled a major drop thanks to the various actions previously described, and this drop results in savings for each month onward.



- O1** ATEM is introduced mid-2011. This graph shows the evolution of the average spend per mobile per month. 100% = the initial value at the time of implementation. Thanks to ATEM we could get the history and perform this analysis despite change of carrier in 2014.
- O2** Drop of 20% after report distribution to end-users
- O3** 20% drop following the change of carrier, partly also thanks to ATEM who helped to negotiate better tariffs
- O4** Spend maintained at a low level thanks to monthly reports used for information to users and for proactive monitoring