Delivering Innovation and Cost Savings Through Network Services Deals

9 July, 2019
London | RAF Club — 128 Piccadilly, Mayfair

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Taking control of your network costs and risks while delivering best-in-class service to your enterprise presents significant challenges. New network technologies are rapidly proliferating, businesses are demanding continuously better performance from their network services and infrastructure, and IT budgets are subjected to relentless downward pressure. Enterprises that address these issues with clear, flexible strategies can more effectively control their network spend and risks when transforming their network without sacrificing the quality of service they deliver to their end-users.

Our conference focuses on how enterprises effectively solve these challenges, starting with today's market trends and the proven strategies that lay the foundation for continuous cost improvements. We will share implementable strategies for the effective deployment of new technologies such as SD-WAN, review the latest developments in Europe's SIP trunking market to deliver the most cost-effective, centralised full-PSTN replacement SIP services, as well as provide the insights on negotiating leading edge mobile deals in Europe's dynamic mobile marketplace. Finally, we'll cover strategies and advice for fixing and course-correcting deals that have "gone bad," revealing severe service issues or that are just not delivering as expected.

Time	Session
12:00 - 12:30	***Registration and Lunch Buffet***
12:30 - 12:45	***Welcome and Introduction***
12:45 - 13:15	***Today's Market and the Trends Shaping What You'll Buy Tomorrow*** Technology changes and the demand for better, cheaper, and more secure services require enterprises to re-evaluate their network expenditures constantly. The evolution in services and the service providers are having an impact on what and how you source. Non-traditional providers continue to try and grab a share of your business, and customers face more opportunity (and confusion) as they look for successful strategies to maintain a technologically advanced network at affordable prices. We'll walk through some of the services and vendors on the way out and dive into those that are on the rise so you can better plan for your future needs.
13:15 - 14:00	***Driving Continuous Cost Improvements*** This session will lay out the strategies that deliver continuous cost savings for network services and infrastructure. We'll discuss the importance of competitively sourcing network infrastructure services in order to stay ahead of the pricing curve, the latest network infrastructure pricing trends, how to gain the advantage in sole-source negotiations, and how to best take advantage of the leverage that transformation projects create.

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14:00 - 14:45	***Centralised SIP Trunking in EMEA Can Bring Big Rewards*** Implementing centralized full-PSTN replacement SIP trunking can be the best way to realise significant cost reduction versus both your legacy TDM voice services and early adopter distributed SIP trunking services. The SIP trunking environment in Europe remains fragmented and complex, and so it's essential to understand the providers and the scope of the services and the optimal sourcing approach to securing the right provider. This session will provide an overview of the market, a view on the size of the savings opportunity, and some key pointers to help you advance your strategy and secure cost savings.
14:45 - 15:00	***Break***
15:00 - 15:45	***The Time is Now – SD-WAN and Aggregation*** Enterprise customers are embracing SD-WAN at the edge and, often via aggregation strategies, Internet transport technologies. Introducing an SD-WAN solution while realizing the cost savings of an "Internet First" access strategy can overwhelm many organizations. We will present strategies for effective sourcing of SD-WAN solutions and Internet access services, describing how to generate cost savings to finance this important technology transition, as well as providing tips on how to implement on a timely and cost effective basis.
15:45 - 16:30	***When a Deal Goes Bad: How to Fix or Exit Cost Effectively*** Sometimes deals break down. Whether it's a managed services agreement with a statement of work that did not include all the special projects that are now costing you a fortune, or a deal premised on significant growth or network expenditures that didn't come to pass, or maybe even a not-so-well negotiated deal inherited from a predecessor organization, you may need to reinvent or reengineer your agreement. In this session, we'll look at recognizing when radical solutions are necessary, effective "negotiated solutions" for deals gone bad, and share real life war stories that illustrate what to avoid and how to extract your organization form a vendor relationship that is not working well.
16:30 - 17:15	***Controlling Mobile Service Costs: Why You Can't Simply Rely on Your Providers to Deliver Savings*** In Europe, controlling the costs of an enterprise's mobile services requires more than simply asking for your incumbent providers to give you their latest offers in return for re-signing contracts. Understanding what's possible and the nuances affecting the countries involved, ways to best extract benefit from different providers, and when and how to best leverage competition are all key to success. Significant opportunity exists to contain costs and get the best service support you can for your business users. This session will give insights into how best to avoid unknowingly leaving substantial savings on the table.
17:15	***Networking Reception*** Join us for a drink, some food, and relaxed conversation.

Registration Information

We are pleased to offer this seminar, Delivering Innovation and Cost Savings Through Network Services Deals, free of charge to invited guests. Seating will be limited for this seminar. To assist us in planning for lunch and the evening reception, please could you confirm your registration by Friday, 28 June. Please feel free to extend this invitation to your colleagues who may also be interested in attending.

The seminar will be held on 9 July, 2019 at the RAF Club, 128 Piccadilly, Mayfair, London, commencing with lunch at midday.

You may register by phone at +44 20 3880 0858 or by contacting our event coordinator Michaeleen Terrana at mterrana@lb3law.com with the information requested below:

☐ Your name and company affiliation

☐ Your email address

☐ Your phone number

☐ The above contact information for any colleagues you are inviting to attend

☐ Any particular interests or areas of concern you'd like to see addressed by our panel

We look forward to spending a productive afternoon with you.

Levine, Blaszak, Block & Boothby, LLP ("LB3") focuses on telecommunications and technology law, with particular emphasis on the representation of large users, including almost one-half of the Fortune 100. LB3 has extensive experience in negotiating custom network service agreements, network outsourcings, and related transactions on behalf of large users. Together, LB3's 9 partners have assisted enterprise customers in connection with over 1,000 network services agreements and related transactions and have more than 250 years of experience in the field. Beyond transactions, LB3 is the leading representative of large end users and IT companies before the FCC and other regulators, and is the first choice of large end users whose relationships with their communications providers have broken down. LB3 also advises clients in connection with software licenses and telecom-related acquisitions.

TechCaliber Consulting, LLC ("TC2") helps major businesses get the most out of their voice services, data networks and managed services at the lowest possible cost. TC2 cuts through carrier efforts to obscure prices by establishing target prices before negotiations begin using a wealth of hands-on experience in the market for corporate voice and data services and managed network operations. TC2 works with clients to support and/or lead the proposal process and negotiations, enhanced by its affiliation with LB3. Most importantly, TC2 helps clients structure their obligations to maximize each client's permanent, ongoing leverage as real prices decline, new technologies emerge, and telecom industry upheaval reshapes both domestic and international procurement options. TC2 works primarily for large multi-national companies, supporting over 100 deals each year that range in value from a few million dollars to over $1 billion.