

Delivering Innovation and Cost Savings Through Network Services Deals

May 14, 2019

Atlanta | Crowne Plaza Atlanta Perimeter at Ravinia



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

Join the professionals from LB3 and TC2 to learn ways that enterprises effectively solve this challenge. We will lay out implementable strategies for the effective deployment of new technologies such as SD-WAN, best practices for management of your OEMs/VARs, mobility, and data security vendors, and TEM procurement and implementation approaches that achieve real cost savings.

Time	Session
12:00 - 12:30	<i>Registration and Lunch Buffet</i>
12:30 - 12:45	<i>Welcome and Introduction</i>
12:45 - 1:15	<p><i>Today's Market and the Trends Shaping What You'll Buy Tomorrow</i></p> <p>Technology changes and the demand for better, cheaper, and more secure services require enterprises to re-evaluate their network expenditures constantly. Mergers of the major providers have an impact on what you source and who provides it, non-traditional providers continue trying to 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.</p>
1:15 - 2:00	<p><i>Driving Continuous Cost Improvements</i></p> <p>This session will lay out the strategies that deliver 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.</p>

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Time	Session
2:00 - 2:45	<p><i>TEM: Do You Really Know What You Are Paying For?</i></p> <p>Telecommunications contracting is complex. Telecommunications billing is even more complex. Without knowledge and persistence, it is nearly impossible to really know what you are paying for. TEM providers can deliver results, but only if you negotiate a solid TEM contract and work with them closely on all aspects of the services that they perform. This session walks you through how to source, contract and manage your TEM provider, what a TEM can do for you and what they can't, and how to get improved reporting to help you really understand what you are paying for.</p>
2:45 - 3:00	<i>Break</i>
3:00 - 3:45	<p><i>The Time is Now – SD-WAN and Internet Transport Aggregation</i></p> <p>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.</p>
3:45 - 4:30	<p><i>It's Not Just Transport: Approaching VARs, OEMs and Managed Services as Key Components of Your Network Services</i></p> <p>Managed services present different challenges than other telecom services. There are hidden complexities to managing such things as: relationships with Cisco and other OEMs; Enterprise License Agreements (ELAs) with Cisco; optimized reseller agreements; and managed services more broadly. This session will provide often-missed insights that will be increasingly relevant with the advent of technologies like SD-WAN.</p>
4:30 - 5:15	<p><i>Controlling Wireless Costs: Why You Can't Rely on Your Carrier to Deliver Savings</i></p> <p>Controlling an enterprise's cost of wireless service requires more than negotiating a high service discount, a great iPhone price, and a competitive pooled data plan. There are many more nuanced commercial concessions that are not obvious to even the most savvy enterprise customers and that can hugely reduce their cost of wireless service. Even a well-negotiated contract will not compensate for the enterprise customer's inattentive management of the wireless devices and services. At least half the savings game is learning how (and how not) to provide wireless service and devices to employees in a responsible manner that balances their legitimate business needs for real-time communications with the enterprise's interest in controlling its costs.</p>
5:15	<p><i>Networking Reception</i></p> <p>Join us for a drink, some food, and relaxed conversation.</p>

Registration Information

- Yes**, I would like to attend.

Name—Title

Company

Address

Phone E-mail

- Yes**, I would like to attend and I am bringing the following individuals with me.

Name—Title Company E-mail

Name—Title Company E-mail

Name—Title Company E-mail

Name—Title Company E-mail

- No**, I can't attend, but I would like you to send information to the following individual who **would** like to attend.

Name—Title Company E-mail

Ways to register:

- E-mail your registration information to: Conferences@lb3law.com
- Fax your registration to 202-223-0833
- Mail your registration to:

LB3 / TC2
2001 L Street, NW
Suite 900
Washington, DC 20036
Attn: Michaelen Terrana

The conference will be held at the Crowne Plaza Atlanta Perimeter at Ravinia, 4355 Ashford Dunwoody Rd., Atlanta, GA 30346 on **Tuesday, May 14, 2019**.

If you are unable to attend, you are welcome to send a substitute.



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 always representing large users, never vendors. LB3 has advised enterprise customers in connection with over 1,000 network services agreements and related transactions. Beyond negotiation of commercial deals, 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.



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.