

Managing Complexity in a Distributed Environment-

The Telecoms Challenge

The turbulent economy of 2008 forced many companies to tighten their belts and look for lower cost telecoms services. That often meant going offshore or near shore. Gone are the days when only large, £multi-billion companies were globally distributed. Environments in mid-size companies are becoming more distributed, with the average number of operating locations growing by 39% from 4 in 2008 to 5.6 in 2009. That means the days of "simple" when a Chief Operating Officer could walk the halls or the plant and feel the pulse of the business are also a thing of the past. It's hard to believe today that anyone would try to run their fragmented communications services without the proper tools, but apparently that's still more common than you might imagine.

Faced with increasing complexity, top performing mid-size companies look to Integrated Telecoms and Expense Management solutions to add value by standardising, streamlining, and automating business processes while providing the visibility they need to make well-informed decisions quickly and efficiently. In the quest to reduce costs while maintaining profitability and customer satisfaction, mid-size companies must maximize and standardise their ERM implementations, taking advantage of features and functions as well as supporting technologies, to improve visibility and transparency throughout the enterprise to preserve responsiveness even as environments become increasingly distributed.

The value of Integrated Communications Management (ICM) has traditionally been tied to the standardisation of business processes and centralisation of information across many areas of the business. Increasingly, ICM customers have come to realise that value can be increased dramatically through analysis of the consolidated data captured within ICM. The latest research report, A recent report by The Aberdeen Group found that the top pressure impacting ICM initiatives is the need to reduce business costs. The ability to identify and analyse costs is a core capability of ICM software tools, and is driving investment in ICM as a way of extending and deriving more value from data captured from across the enterprise.

This research, based on responses from 990 enterprises, investigates the steps top performing companies are taking to derive more value from ICM investment through the use of BI. The report reveals what leading companies have been able to achieve through their ICM/BI initiatives, such as:

- A 17% reduction in operating costs and 18% reduction in administrative costs
- Elimination or redeployment of 12 full-time employee (FTE) positions
- Ability to close a month in less than 4 days
- Achieve 100% (or greater) ROI on ICM/BI deployments within the first six months.