Delivering Innovation and Cost Savings Through Network Services Deals

September 10, 2019
Minneapolis | Lafayette Club, Minnetonka Beach

Delivering Innovation & Cost Savings Through Network Services Deals

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 TEM developments and discuss opportunities in the wireless market. Additionally, in a new session added to address end-user challenges when enterprises expand their use of cloud applications, TC2 and LB3 will provide insights and strategies for optimizing the end-user experience through cloud-exchange providers and deploying infrastructure management solutions. Finally, we'll cover strategies and advice for fixing and course-correcting deals that have "gone bad," suffering severe service issues or that are just not delivering as expected.

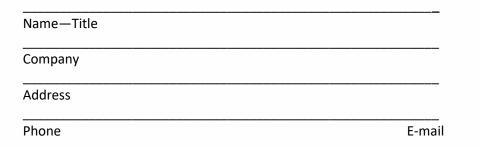| Time	Session
12:00 - 12:30	*Registration and Lunch Buffet*
12:30 - 12:45	*Welcome and Introduction*
12:45 - 1:30	*Today's Market and Driving Continuous Cost Improvements* This session will lay out the evolution in services and the service providers that are having an impact on what and how you source, and the strategies that deliver continuous cost savings for network services and infrastructure. We'll discuss the importance of competitively sourcing network infrastructure services 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.
1:30 - 2:15	*Controlling Wireless Costs: Why You Can't Rely on Your Carrier to Deliver Savings* 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 savviest 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.

Delivering Innovation & Cost Savings
Through Network Services Deals

Time	Session
2:15 - 3:00	***The Time is Now – SD-WAN and Internet First Strategies*** 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 provide tips on how to implement on a timely and cost-effective basis.
3:00 - 3:15	***Break***
3:15 - 4:00	***It's Not Just About Audits and Payment Processing – IT Expense Management*** Effectively managing IT expenses is complicated. Knowing what you pay for, and where those services are, is critical and it's no longer just about transport and wireless spend. The expense management landscape has grown to cloud expenses, maintenance, managed services and various other related services. Most companies use external partners to provide expense management services but there are often gaps between what you expect to receive and what you actually get. This session walks you through how to source, contract and manage your expense management partners, changes in the supplier landscape (including a quick review of the latest industry rankings) and some key tips to make sure the reporting that you get at the backend of this process meets your requirements.
4:00 - 4:45	***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 from a vendor relationship that is not working well.
4:45 - 5:30	***How to Optimize the End-user Experience – Cloud-Exchange and Infrastructure Management Solutions to Support Cloud Applications*** Providing a stable and low latency end-user experience can be challenging given the variety of application hosting models — end-users' access applications hosted in the public cloud (e.g., O365, AWS, UCaaS), private data centers and colo facilities to name a few. With the hundreds of applications that are highly distributed and often accessed over the public Internet, many enterprises do not have a clear Infrastructure Management and Cloud access strategy to support this new application architecture reality. This session will discuss how to optimize the end-user experience using Cloud Exchange service providers as well as Infrastructure Management solutions.
5:30	***Networking Reception*** — Join us for a drink, some food, and relaxed conversation.

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: Michaeleen Terrana

The conference will be held at the Lafayette Club, 2800 Northview Road, Minnetonka Beach, Minnesota on **Tuesday, September 10, 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.