



# SMARTER TELECOMS MANAGEMENT

Citibell customers are taking advantage of the most compelling combination of people, process and technology available in the market today. They are realising significant reductions in expenditure and greatly enhanced capabilities by aligning telecoms strategy with their core business objectives.



## Simply Essential

At Citibell, we take ownership of your telecommunication facilities to deliver efficient and highly focussed managed services. Using our extensive knowledge of voice and data solutions, we work with you and your suppliers to determine the most effective way forward.

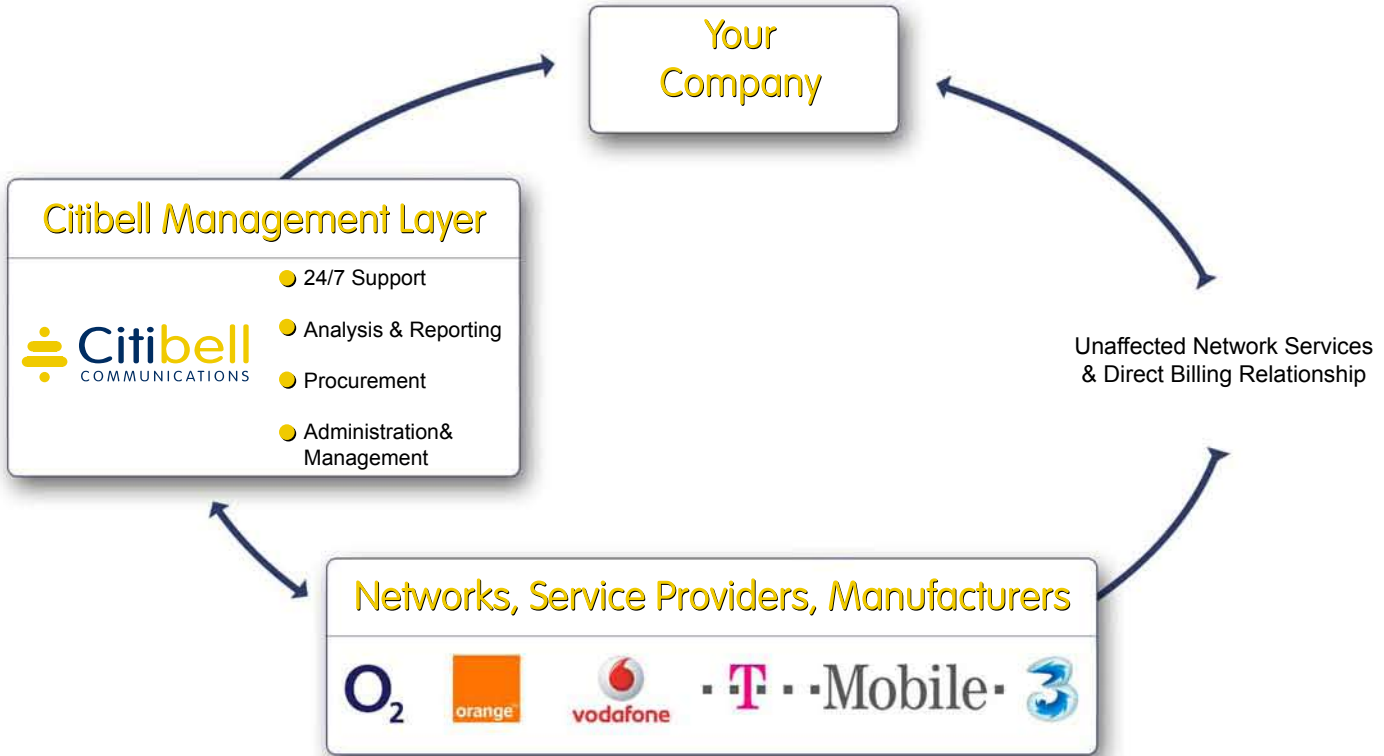
Our market leading software enables accurate analysis of your telecoms activities to enable informed decisions that will improve commercial and operational efficiency. We proactively support you with regular management reports in a frequency and format to suit you and provide responsive support to all your staff 24 hours a day and 7 days a week.

Our knowledge of industry technology is second to none and our certified data specialists are able to take complex data products and deliver them to your end users in a simple converged solution.

# WHERE WE FIT IN

Citibell provides an intelligent management layer to your existing telecoms service and billing relationships. We do not replace your network operators or equipment manufacturers but bring these multiple vendors together and add our expertise to negotiate market competitive contracts on your behalf and then administer their supply on an on-going basis.

As well as our technical expertise, we provide comprehensive billing analysis, cost optimisation and management reporting; all backed by a 24/7 customer support service. Our goal is to deliver outstanding utilisation from your telecoms estate.



## Benefits

At Citibell, we deliver real benefit to businesses in the following ways:

- Trusted, Independent, Strategic Advice
- Contractual, Tendering and Vendor Selection Expertise
- Comprehensive Market Knowledge for Meticulous Evaluation
- Accurate, Detailed and Practical Call Analysis Tools
- Rate, Tariff and Usage Optimisation Programme
- Extensive Management Reporting to Enable Informed Decisions
- Usage Policy Guidance and Active Management
- Proactive Account Management and Customer Service
- Ownership of your Issues, to put you in Control

In essence, we help you create better value from your telecoms and free your time to focus on your core business goals.



# CONSULT

Increasingly businesses are looking to specialist organisations to help generate greater value from their communications solutions. Here at Citibell, we understand the challenges businesses face and are well placed to help them make smarter decisions.

Whether you need a quick win to improve costs from your current deployment, help in supplier selection or a sophisticated mobile data solution, we have the experience and capability to deliver using informed, impartial guidance.



## Audit

Telecoms management is proving to be an onerous task for many businesses as services, equipment and dependency have grown dramatically in recent years.

“immediate cost savings”

Many businesses find that an audit of their existing operation can return immediate significant savings and decrease monthly costs on an on-going basis.

During an audit we typically scrutinise the following areas for improvement:

- Unused equipment and services
- Improved vendor terms through strategic sourcing
- Better inventory management
- Optimisation of use by employees
- Group Calling Schemes

Over 90% of customers who engage us for such work achieve savings in excess of 15% and many considerably higher.

## Contract

Citibell enables your company to make informed decisions about future communications investments.

Acting on your behalf or together with your staff, we use our vast experience of the players and processes required to achieve a market competitive contract.



Typically, we facilitate:

- Understanding your requirements
- Qualification of the respondent SPs
- Preparation of the RFI/RFP and SLAs
- Proposal review to create short list
- Meeting the short listed SPs
- Provision of intelligence to support customer decision

Then we manage the transition to a new contract taking responsibility for its seamless delivery, monitoring the service to ensure contract compliance.

## Expertise

Comprehensive knowledge of ever-evolving technology and market offerings is the cornerstone of our business. Our experience enables us to consider what is best today and what practical solutions will benefit you in the future.

Telecoms is fast paced with increasingly sophisticated voice and data solutions becoming available. These changes demand that our people are both practical and technically competent; e.g. today, we are certified to install and support products from companies such as Microsoft and Blackberry (RIM).

Our specialists are at the coal face and cut through the hype to identify “today’s technology”. We consolidate the various vendor products into a succinct managed solution. Whether simple VPN access or mobile email, right through to IP based mobile solutions, our technology specialists will guide you.

“Technology is Power.  
Applying it is our Strength.”



# ANALYSE

Never before has there been a system so powerful that it can offer as much information and cost validation as we can today. The ability to make informed decisions is entirely dependent on having detailed management information.

Our call analysis system analysis usage, billed cost, time, misuse and much more. It enables us to generate accurate reports that facilitate optimal operational efficiency, and provide a quick clear understanding of your telecoms estate.



## Cost

### Actual Billed Cost

By examining the destination, time and duration of every call we can compare the billed cost with your expectation and wherever appropriate we will work with your network provider to improve tariffs.

### “precise call analysis”

#### Ongoing Cost Analysis

There is a plethora of different tariffs that has led to end user confusion and unnecessary cost. It is important to look not just at base line-rental, but consider the overall cost including calls and hardware over the full contract term. By providing precise call analysis we are able to benchmark against the marketplace to identify opportunities for cost improvement and other usage based efficiencies.

#### Usage Patterns

We examine the call usage patterns of your people to see if user habits can be improved to provide savings in cost and time. After all, you don't want your engineers spending hours on the phone during their prime work time.

## Report

Citibell's regular management reports include an at-a-glance overview of your recent activity, as well as detailed scrutiny of key information illustrating important watch-points. Tabular and graphical charts clearly show usage patterns for a range of crucial items.

Additionally, we monitor items, such as user trends, call duration and distribution through the working day to help educate your people to work more efficiently.



We summarise our management report with expert analytical conclusions regarding your costs and usage patterns to make recommendations providing commercial and operational benefits to you.

We also provide a secure, online system showing detailed reporting of cost centres, departments and individuals, to enable you to drill down into the data at your own leisure.

## Optimise

Detailed reports are of little value if the information is not reviewed and used to benefit the business. Each report specifically identifies where we can optimise your operation to lower expenditure whilst retaining focus on business need. Typical areas for optimisation include:

- Tariff benchmarking and reductions
- Refinement of your profile
- Improvements to user inefficiency
- Peer to peer discounted schemes
- Equipment deployment
- Appropriate technology

This optimisation takes place each month or at a frequency to suit each customer, leading to substantial operational efficiencies.

Customers benefit enormously from this on-going process by freeing up staff time and having greater visibility of their telecoms consumption.

### “back in control”

# MANAGE

Our customers truly recognise the value we bring through a refreshing blend of consistent professional service, industry leading reporting and detailed market knowledge. In particular, we believe our commitment to customer service sets us apart in this industry.

We take away the pain of the day to day administration of equipment and usage to provide value up the chain and put you in control. This gives our customers complete management over their communications needs.



## Implement

Following order we take complete responsibility for the end to end process of delivering and managing your telecoms facilities in line with the agreed contract.

### “seamless integration”

Initially, we thoroughly manage all improvements to tariffs, networks and equipment according to an agreed schedule of activities. We deal directly with all networks on your behalf, overseeing set up and administration of new services, equipment distribution & installation, and end-user education. At all stages of this process your assigned account manager will keep you fully informed of progress.

Our technically competent support teams will quickly set up any email or data capable Smartphone such as Blackberry, xDA or other appropriate device. In-house we have Microsoft Certified System Engineers and we are certified to install and support enterprise products such as Blackberry (RIM).

## Usage

With increasing usage and numbers of devices, a formal telecoms policy is increasingly valuable for most companies. The policy should reflect company culture and, most importantly, it should be managed regularly.

We have a great deal of experience in helping businesses create appropriate policy and then provide the necessary tools to assist its management.



Typically, the policy should allow multiple profiles of users in a single business, e.g. so a director may have a different usage profile to a field based engineer. Also the policy should be flexible to allow different use at different time periods to fit with business practice.

Further we provide breakdown of personal calls which is increasingly being scrutinised by UK VAT inspectors and so necessary for businesses to apportion and report.

## Service

A proactive, service-based approach is core to our values. We deliver world class account management and end-user support to all our customers. You can speak to us 24/7 whether it is a simple query from one of your staff or a more considered market discussion with one of our experts.

Periodic reporting is presented to your management in a form and frequency to suit. Some customers require a light touch and call on us as required; others require Citibell to be on-site working hand-in-hand with your teams.

Whatever your requirements we deliver the necessary service levels to support your business and enable informed decisions to be taken by you.

This practical approach to day to day activities compliments our high quality, rigorous account management practices ensuring complete customer satisfaction.

“just a call away”



# ABOUT CITIBELL

Citibell is a leading provider of outsourced communications management services to the SME and Corporate markets in the UK. Services include: vendor management, telecom audit, call accounting and cost optimisation, management reporting and contract negotiation.

To date, our people have saved customers over £5m from effective management. With over 18 years experience and backed by our award winning service team, Citibell has the pedigree to be your trusted telecoms partner.



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