

Maximizing Value in Network Services Deals:

Leveraging Innovative Technologies & Cost Savings Strategies in 2020

October 22, 2020 | Atlanta

Maximizing Value in Network Services Deals

Taking control of your network costs, managing your financial and contractual risks, and 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 continue to face 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 most effectively solve this challenge, starting with our take on the latest market developments and how we see vendors behaving at the negotiation table. We will then lay out implementable strategies for the effective deployment of new technologies such as SD-WAN, explain what you need to know about 5G wireless and the Internet of Things, and share the latest TEM best practices. We'll also cover strategies and advice for fixing and course correcting deals and contracts that are not delivering or suffering other severe issues, plus we'll share a range of tips to help you maximize the results of your sourcing initiatives, cost reduction projects and deal negotiations.

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>Market Developments, Market View</i></p> <p>The network services that you are buying, and the service providers that you are buying them from, are evolving and changing faster than ever. New and non-traditional providers are offering compelling propositions for the latest technologies and services while the traditional incumbent vendors deploy defensive tactics to lock-in your business. In this first session of the day we'll provide our unique viewpoint on the current network services market, share the different vendor behaviors we're seeing at the negotiation table and discuss how you should position your company for maximum flexibility.</p>
1:15 - 2:00	<p><i>Next Generation Wireless Deals: The State of Play on 5G, and What IoT Means for Enterprise Customers</i></p> <p>The Internet of Things (IoT) is transforming business and government globally, and this trend will accelerate with the deployment of 5G. In this session, we will explore how businesses have slashed costs and increased efficiency using IoT solutions and the operational and legal pitfalls they've had to overcome. We'll also separate the 5G hype from the reality, focusing on what the technology means for business customers now and in the future, drawing on real-life use cases and lessons.</p>

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Time	Session
2:00 - 2:15	Break
2:15 - 3:00	<p><i>The Latest Telecom Expense Management (TEM) Best Practices</i></p> <p>Access to accurate data about consumption and inventory of IT services with corresponding cost information seems like a pretty basic requirement for a sophisticated, large enterprise. Yet effective management of IT expenses continues to challenge many companies even as traditional telecom TEM services are expanded to areas such as cloud services, hardware and software maintenance and managed services. This session will cover the latest techniques for effective IT expense management, such as implementing a “single source of truth,” explaining how to leverage (but not rely exclusively upon) your TEM supplier and providing updates on expense management system integration and RPA (robotic process automation) advancements. We’ll also review current TEM industry rankings and share some particularly complex billing errors you may encounter.</p>
3:00 - 3:45	<p><i>Embracing Today’s Leading Networking Technologies: SD-WAN and Internet-First Transport</i></p> <p>Enterprise customers are increasingly embracing SD-WAN solutions to deliver improved performance and flexibility and to enable the use of lower cost, internet-based network transport technologies. This session will provide an overview of the benefits of SD-WAN and present successful strategies for effective sourcing and deployment of SD-WAN solutions and related internet transport including our powerful portfolio-based methodology for delivering meaningful step reductions in transport costs. We’ll also cover the latest market developments, provider strengths and weaknesses, and lessons learned from the front line of SD-WAN and internet-first sourcing.</p>
3:45 - 4:00	Break
4:00 - 4:45	<p><i>When a Deal Goes Bad: How to Fix or Exit Cost Effectively</i></p> <p>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.</p>

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Time	Session
4:45 - 5:00	<p><i>New Federal E911 Rules for Enterprise Customers</i></p> <p>For the first time ever, businesses must now comply with newly adopted federal rules mandating 911 access and transmission of caller location information. The variety of technologies deployed by enterprises and enabling workforce mobility makes adherence to the new rules extremely complicated. We'll explain the new requirements, how (and when) they apply to enterprise customers, and the best practices you can employ to reduce your company's potential liability and improve employee access to 911.</p>
5:00 - 5:30	<p><i>TC2's and LB3's Top Hacks for Better Network Sourcing Results</i></p> <p>Over more years and deals than we like to admit, the TC2 and LB3 team have developed a variety of battle-hardened negotiation strategies and well-trod tactics for managing challenging vendors. In this last session of the day, our team will share some of their top tips to help you maximize the results of your sourcing initiatives, cost reduction projects and deal negotiations.</p>
5:30	<p><i>Networking Reception</i></p> <p>Join us for a drink, some food, and relaxed conversation.</p>

Ways to register:

- E-mail your registration information to: conferences@lb3law.com
- Fax your registration to 202-857-2325
- Mail your registration to:
 - LB3 / TC2
 - 2001 L Street, NW
 - Suite 900
 - Washington, DC 20036
 - Attn: Michaelleen Terrana

The conference will be held at the Crowne Plaza Atlanta Perimeter at Ravinia, 4355 Ashford Dunwoody Rd., Atlanta, GA 30346 on **Thursday, October 22, 2020**.

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

Registration Information



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.

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 colleagues with me.

Name & Title E-mail

Name & Title E-mail

Name & Title E-mail

Name & Title E-mail

No, I cannot attend, but I would like you to add me to your email list to receive information regarding industry hot topics or upcoming events.

Name & Title

Company

Address

Phone

E-mail