



PAG
**SERVICE
GUIDE**

Turn Knowledge
into Profit!

About Profit Advisory Group

PAG is a cost management consultancy headed by 2 partners with decades of experience working for various telecom carriers. In 2002, Profit Advisory Group was formed to help companies learn how to navigate the confusing and ever changing telecom services industry.

PAG levels the playing field for you.

Since it's inception, PAG has saved clients over \$100 million dollars in telecom expenses including more than \$1 million dollars in direct refunds due to inaccurate billing.

PAG know the plays in your vendor's playbook because we used to play ball on their team. We trained their reps how to maximize profits and commissions. For years, we sold their services.

Now it is our mission to help you save as much as you possibly can on telecom. With almost 80% of telecom invoices containing errors, we know we can help you save money.



Ken Reda, Partner

Ken brings over 30 years of Telecommunications Sales & Management experience to Profit Advisory Group. He leads our operations and audit teams in the quest to save our clients from overpaying for telecom and IT services. He prides himself on his ability to find billing errors even other auditors missed!

Prior to signing on as a Partner at PAG, Ken was Regional Vice President of Sales for Birch Telecom, managing a sales organization consisting of 22 local offices with a total staff of over 200 people.

During his tenure at MCI/Verizon, Ken was responsible for an organization of sales professionals in North and South Carolina with sales revenue in excess of \$40MM, and always ranked among the top 5% of his peers within the sales organization for sales production.

Throughout Ken's career, he has utilized his management and expertise of the sales process to build highly effective teams which have successfully generated millions of dollars in new revenue, as well as a loyal client base.

Ken earned a B.S. in Economics from the James Madison University.

Barry Bazen, Partner

Barry graduated from Clemson University with a Bachelor of Science in Economics and started his career with Lanier as a Sales Manager.

Barry entered the telecommunications world when he moved to Charlotte N.C. and joined Global Crossing, where he became General Manager for North & South Carolina.

After moving to Charlotte, NC, Barry joined Global Crossing, where he became General Manager for North & South Carolina. His tenure at MCI was very successful as he rose to Director of Sales & Service.

It was at MCI that Barry realized the need for a company like PAG. Many clients were confused by their bills and Barry realized this led to them being overcharged. Since 2002 he has made his mission to save companies as much as possible on the telecom bills.

Over our first decade PAG has recovered well over \$1M in credits and reduced client expenses by over \$150M. The average cost reduction for PAG Audit clients exceeds 20% annually.

Table of Contents:

The Current State of Telecommunications..... 4

Our Services..... 6

Why PAG?..... 8

Free Telecom Project Assessment..... 9

The Current State of Telecommunications

Telecommunications is not only one of your largest line item expenses, it is also one of the most confusing. *This is not an accident.*

Telecommunications Companies are the end result of a stream of mergers and acquisitions. Carriers have multiple billing systems and making them “talk to each other” is not an easy or inexpensive task.

Understanding telecom invoices is nearly impossible for most procurement and IT professionals. Identifying and correcting billing errors is a time consuming and frustrating experience.

Many companies take the path of least resistance and do not audit these invoices internally. This leads to overpayment.

It is not the fault of your IT department or procurement people. They have day to day responsibilities well beyond monitoring your confusing telecom invoices.

“The volume of information flowing through organizations **grows by 200% per year**”
– Forrester Research

To get the best rates on telecom, however, someone needs to be monitoring your carrier.

To fully meet our clients needs, PAG offers a full suite of telecom expense management services. We proudly offer expert advice in all areas of telecom management.

Many of our engagements begin with the telecom audit. It is the best way to determine the scope of your telecom expense management needs. We also offer services designed to save you money during specific points in the telecom expense management lifecycle.

“Enterprises that are not auditing their telecommunications invoices are **forfeiting an extra 10% or more** of their network services spending to the network service providers (NSPs).” – Gartner Research

PAG – Our mission is to save you money!

Since 2002, PAG has made it our mission and our passion to help companies save money on their telecom and IT expenses. Our vast knowledge and expertise comes from years of experience working for Big Telecommunications companies.

Let us put our knowledge to work for you...

Our Services

FACT: 85% of telecom invoices are not audited although 7-12% of all charges are in error.

Telecom Audit

Our unique Telecom Audit processes are non-intrusive and streamlined so the majority of work is completed at our offices. For telecom bill error detection and refund recovery, there are no up-front fees.

FACT: Telecom is deliberately confusing & therefore a difficult category to manage.

Contract Negotiation

“BUYER BEWARE” is never more apropos than when negotiating Telecom Contracts! The carriers structure and word these contracts in ways that give them great latitude. Let the experts negotiate your next telecom deal.

Procurement Policy

Many companies have a disconnect between procurement and payables. Technology updates occur rapidly. Decentralized procurement and employees with liberal discretion can lead to costly purchases.

Telecom Project Management

Are you looking to switch vendors or migrate services? Do you need data hosting or colocation services? Do you need to buy used equipment or are you looking to sell your old equipment? We can help.

RFP Administration

Whether you intend to switch vendors or not, a competitive environment will result in much more aggressive pricing. We know you are busy and that administering the RFP will be time consuming. That is where we come in!

Service Optimization

Rates & promotions change often. Carriers constantly “get creative” to drive new revenue and increase sales. Negotiating Service Optimization without our knowledge of the marketplace can cost you serious money.

FACT: 65% of companies incur late penalties because of an unorganized TEM process.

Sourcing

Successful sourcing initiatives begin with a thorough understanding of all current assets, a clearly defined strategy and the right market intelligence. Our process and services ensure a successful and sustainable project outcome.

Technology Review

Regardless of where you currently lie on the Technology Continuum there are always going to be additional options and opportunities to progress along the curve with the implementation of new technology.

Telecom Management

Whether your needs are complex or simple enough to allow a manual review each month, your telecom services, inventory and invoices need to be reviewed to insure you pay the least to get the best service possible.

Why PAG?

PAG levels the playing field for you.

We know the plays in your vendor's playbook because we used to play ball on their team. We've developed our services and processes to leverage this knowledge and save you money!

We have a proven track record of excellence, turning our knowledge into your profit.

We know the best in class price points.

We know which fees can be waived or discounted.

We understand the confusing terms and conditions.

We know current promotions and pricing offers.

We deliver results or we don't get paid!

"Fortune 1000 stands to waste at least **\$2.5 billion per year** due to an inability to locate and retrieve information" – IDC

Free Telecom Project Assessment

If you are ready to save serious money on your telecom and IT expenses, you should schedule a free, no risk, no obligation, project assessment with PAG.

Improving your bottom line is our top priority!

Let us ask you a few simple questions to determine if you need a telecom audit, project management or any other services outlined in this guide. We'll give you an estimate of your savings along with a timeline to easily decide if a telecom project is right for you.

Our Assessment will:

- Determine if a telecom project is beneficial to your company's savings plan
- Help you set goals, expectations & timelines for a telecom project
- Align your cost reduction goals with your IT & telecom needs
- Explain the process the achieving significant telecom savings

There's no risk and no obligation. This is not a pushy sales call. We'll help you establish your goals and develop your plan.

Learn if you could be saving money on your telecom bills!



Don't flush your profits down the drain
Learn how to save BIG on your Telecom bill

[Request an Assessment](#)