



Strategic Telecom Management - FAQ

How smart companies are achieving:

- **20%-45%** reduction in telecom spend through contract negotiation
- **5%-20%** annual reduction in overall telecom spend with automated bill auditing and inventory optimization
- Significant efficiency improvements through **No-Cost** infrastructure upgrades and modernization.

800-811-7043
www.cynergytelecom.com

Strategic Telecom Management - FAQ

Q: What is strategic telecom management?

A: Strategic Telecom Management is a disciplined, systematic approach to reducing costs, streamlining services and increasing efficiencies by modernizing a company's telecom infrastructure. Strategic Telecom Management encompasses:

1. Telecom inventory management
2. Telecom order management
3. Request for Proposal (RFP) management
4. Contract negotiations
5. Telecom auditing
6. Telecom infrastructure design & delivery

Your company benefits through increased efficiency and telecom cost reduction. Today, only about 30 of the telecom expense management providers handle that full range of telecom services.

Q: What are the key benefits of strategic telecom management?

A: There are numerous reasons to consider Strategic Telecom Management, including but not limited to:

1. Faster and more efficient telecom implementation

Whether your company is moving, making changes to your existing telecom services or changing providers, the implementation of these changes can be frustrating and incredibly time consuming. Cynergy has an experienced staff to make minor or major changes to your telecom infrastructure far less time-consuming and stressful.

2. Significant cost reduction

It is no secret that errors on telecom invoices are on the rise. As the carriers continually merge and consolidate, the likelihood of telecom billing errors has continued to increase. Cynergy allows your company to find and prevent errors before they cost you money.

3. Enhanced telecom infrastructure

Major projects are particularly difficult these days as the telephone companies are quick to show interest but slow to deliver results. Telecom contract negotiations, network design and telecom order management can often take weeks or even months. Cynergy staff has extensive knowledge and experience in all areas of Telecom Project Management to make the process as easy as possible.

Q: What are the most important aspects of telecom management that every CIO and CFO should pay attention to?

A: Whether you choose to work with Cynergy or not, here are some critical items you must understand:

1. Know your carriers and contracts

Know who all of your carriers are, contract length and current "Direct" prices. The last few years have seen huge decreases in prices; the carriers won't necessarily call you at the end of your contract to let you know that you should renew at lower prices. Some carriers have a "Auto Renew" clause in the fine print; if you miss this and have not notified them NOT to auto renew, you're out of luck!

2. Facilitate communications between IT and Accounting

- IT and Accounting need to communicate with each other to review charges at least twice a year. Review your contract at least annually against services currently available in the market. There are new services coming out monthly!

3. Find a trusted advisor - It is Important to have a trusted and educated telecom advisor, whether it's an employee or a consultant. The complexity of telecom today requires a disciplined expertise to keep up with the exasperating and rapidly changing telecommunications options.

Strategic Telecom Management - FAQ

Q: What does Cynergy Telecom do?

A: Cynergy Telecom is an Independent Telecom Management Company. Our job is to design your network and telecom configuration while securing the best pricing from the right carrier. We also manage the installation and coordinate with the carrier on your behalf throughout the entire process.

Q: What services does Cynergy provide?

A: Our mission is to lower your overall expenses, improve efficiencies and help you proactively manage telecom on an on-going basis. We provide the following services:

1. Comprehensive Telecom Audit
2. Expense Management & Cost Reduction
3. Carrier Selection & Contract Negotiation
4. Infrastructure Design
5. Rapid Deployment Installation Program

Q: How long has the Cynergy team been in the telecom industry?

A: Most of our employees have been in the industry since the mid- to late '80's. Cynergy's founding partners Jeff Cohen & Michael Emanuelo each have more than 20 years of experience at the executive level.

Q: How long has Cynergy been in business?

A: Under the name of Cynergy Telecom Management since 2006; as a company under a different name with many of the same employees, since 1996.

Q: Who is Cynergy's Typical Client?

A: Generally speaking, if your company has telecom expenses, Cynergy can save you money and help you get more out of your telecom spend.

Q: How many carriers does Cynergy currently work with?

A: At Cynergy Telecom, we work with more than 40 carriers. Our unbiased proposals favor your company, not any particular phone company.

Q: How does Cynergy work with our IT Department?

We quickly become the IT Manager's best friend. With increasingly limited resources and time, IT staff is challenged to stay current with the fast pace of technological change. We make it our job to stay on top of all promotions, services and discounts and to know which carrier best fits your geography, budget and business need.

Q: My company has offices in several states. Can Cynergy Telecom work for my multi-location business?

A: We specialize in helping business with multiple locations, across many states or even globally.

“Ask yourself this question: When was the last time a sales person from your carrier called offering to lower your costs?”

Strategic Telecom Management - FAQ

Q: Why should I work with Cynergy rather than directly with the carriers?

A: That's a very good question. And the answer can be summed up with two simple words: **unbiased & independent**.

We do not favor any one carrier, nor do we try to "force fit" a carrier's technology or pricing structure into your business needs. We find the right telecom solution for your budget, geography and business needs.

This is in contrast to you calling each of the carriers yourself and relying on their salespeople to give you an objective review of your actual telecom needs. Our loyalty is to you, and you alone.

Q: Will my company get better pricing if I work directly with the carriers?

A: Emphatically NO! In fact, it will cost you more almost every time.

Q: Will carriers offer me the same deal that Cynergy offers me?

A: That is also a good question. Our experience has been that the carriers generally do not match the savings we offer.

The reason is simple: carrier salespeople have NO INCENTIVE to save you money. In fact, their compensation is heavily weighted to keep you on the least efficient, highest cost plan. Ask yourself this question: When was the last time a sales person from your current carrier called offering to lower your costs?

About Cynergy Telecom Management

Cynergy Telecom is a Strategic Telecom Management firm that helps companies reduce costs and increase efficiencies by modernizing telecom infrastructure and automating telecom management procedures.

Bottom line: Cynergy helps you lower overall expenses, improve efficiencies and proactively manage telecom on an ongoing basis. We welcome any questions you may have and are happy to speak with you, set up a web-based presentation, or come visit you in person. Call or email us today. ☎

Q: Are there any additional benefits to working with Cynergy rather than directly with a carrier?

A: Yes! A few of the additional benefits of working with Cynergy include:

1. Years of telecom industry experience working with companies just like yours
2. Executive level involvement at every stage of development and implementation
3. Working with business managers rather than commissioned salespeople
4. Daily updates from all of the carriers on new services, promos and discounts
5. Stability: our team has not changed in over 10 years, only grown
6. Carrier-neutral recommendations
7. Dedicated support and follow-through
8. Absolute loyalty to you and your needs

