



**CASE STUDY: Strategic Approach Nets Big Savings for Publishing Firm**

**The Client**

Our client was a publisher of multiple national magazines with total readership of nearly 20 million people as well as digital media presence on the Web, Facebook and Twitter.

**The Challenges**

The client had some very complex challenges in managing the technology requirements for hundreds of employees throughout the United States. They were interested in improving the voice, data and video communications infrastructure that supports their national workforce.

As part of a planned headquarters relocation, the client needed an independent consulting firm to audit and assess current technology infrastructure and help determine future needs at their new headquarters. Their objective was to reduce costs and streamline operations without any disruption of services to its employees or readership audiences.

**Our Approach**

Unison's experts conducted an audit and inventory of the existing technology. This included collecting and analyzing all agreements and invoices from current technology vendors. We also reviewed the network design and identified several areas where our client had less than optimal configurations.



# TELECOMMUNICATIONS AUDIT & REVENUE RECOVERY GROUP

## What Organizations Are Saving On Telecommunications

Organizations of all kinds have achieved, on average, 7.7% in annual savings, and initial one-time savings can be as high as 15%.

Savings Category	Potential Savings
<b>Spending less on telecom services</b>	
Recovery of refunds for billing errors	2% – 15% of expense
Cost avoidance by reducing future spending	5% – 30% of expense
<b>Indirect savings</b>	
Improved procurement policy, workflows and decision making	1% – 3% of expense
<b>OTHER REALIZED BENEFITS</b>	
Use our expert staff—at no cost—rather than in-house personnel	
Relocate internal personnel to higher priority initiatives	

Fees for Unison’s revenue recovery services are only paid out of realized savings. No upfront costs are required for your organization to benefit.



**Cynthia Thomas Chappell, Senior Consultant**  
Revenue Recovery Practice Group

Cynthia Thomas Chappell is a telecommunications industry veteran who spent decades as a sales and technical agent of multiple leading telecommunications companies. She knows what telecommunications technology and services you really need, and what you should be paying. Call or send her an email today for a quick consultation about your situation, and how Unison can help. You have nothing to lose! We don't get paid unless you save.

**312.988.3360 | [cynthiachappell@unison-ucg.com](mailto:cynthiachappell@unison-ucg.com)**



409 West Huron, Suite 400  
Chicago, IL 60654  
312.988.3360

### About Unison Consulting

Founded in 1989 as a certified DBE, Unison Consulting specializes in enabling the complex business of Airports. Our well-known consultancy offers deep expertise in Finance and Economics, Retail Planning and Management, Market Research, Information Systems, Program Management and Telecommunications Revenue Recovery. Unison is headquartered in Chicago, with satellite offices in Orange County, CA and St. Louis, MO.