



## Delivering scalable solutions across two complex rationalisation projects for a leading international hotel group

Following a merger with Whitbread, Marriott's mobile communication requirements increased tenfold. We managed the seamless rationalisation of all services, implementing bespoke tariffs that resulted in cost savings of between 30-40 percent.



### Challenge

When we began working with Marriott, each division and property within the hotel group had been negotiating its own mobile phone contracts with various suppliers. The result was a fragmented solution that was expensive, time consuming and difficult to manage.

We were selected as partner to Marriott on this project, rationalising its mobile communications to create a consolidated solution that provided more accurate reporting, measurability

and, therefore, control of this cost centre. Following a merger with Whitbread, the scope grew to an additional 46 UK properties, increasing the company's requirement tenfold. The procurement team was faced with the challenge of rationalising the legacy solution, currently delivered across multiple suppliers and networks. Specific concerns included the high spend on individual lines whilst roaming, and insufficient levels of customer support with the existing networks.

“ We are extremely pleased to have been able to assist Marriott in continually reducing cost and harnessing control of their mobile telephony estate. ”

**Adam Toop, Chairman & CEO, Adam Phones**



### Solution

We applied our proven technical expertise to meet the requirements of these migration projects. Liaising with each regional and property manager, we conducted a detailed audit and analysis of the current mobile usage, and recommended a range of hardware solutions and bespoke tariffs more aligned to the client's business use.

To meet the requirement for improved support, we were able to provide a dedicated account management service that delivered 24/7 support, 365 days a year, offering advice to all Marriott employees affected by the complex migration of services. We also gave managers access to improved billing processes and sophisticated mobile reporting tools.



### Result

Our project management of this complex rationalisation project, and implementation of bespoke tariffs and billing system, resulted in a seamless transition to a cost effective, efficient solution. Following the transition in 2005, we were able to demonstrate savings of 30-40 percent on Marriott's national calls and over five percent on international calls.

The billing system reduced both time and effort in the distribution, sign off and processing of call expenses. Access to the extensive range of our reporting tools, allowed Marriott to manage the whole billing process proactively, and use the management information to continually evaluate, monitor and evolve its wireless communications strategy.

**To find out more about our mobile solutions contact us on 0800 123000.**