



## TELECOMMUNICATION EXPENSE MANAGEMENT USING THE TELEMAP™ PROCESS

HOW TO GAIN CONTROL  
OF YOUR NETWORK EXPENSES  
WITHOUT MIGRATION OR  
LOSS OF DEPENDABILITY

*“The TeleMap™ Process will conclusively determine what every service and/or charge is for, how it is used, why it is used, and if it was configured in the most cost effective manner. This unique method is precisely what separates NMA from other Telecom consulting firms or bill auditors that claim to maximize the overall cost and effectiveness of your Network.”*

*-Peter J. Cammarata, President  
Network Mapping Associates*

## Issues at Hand

For more than 40 years Corporate America has trusted and relied upon scores of so-called “expert bill auditors” to help manage telecom billing and recover overcharges from the various service providers. This white paper, generated by the team at NMA, will conclusively demonstrate that most auditors in this country have and continue to perform a partial service while leading clients to believe that their results are conclusive regarding the elimination of all wasteful spending and erroneous billing.

## Findings

Standard bill auditing practices only touch upon 15% of what is available to most clients who desire to reduce and recover telecommunication charges. The remaining 85% of an “audit” requires the detailed examination of a client’s entire infrastructure that cannot be performed by either a software application or a firm lacking the expertise of communication systems and services. NMA has taken Telecommunication Expense Management to another level by developing a proprietary method that has outperformed the most respected auditors in the industry by a margin of “ten to one” when it comes to hard dollar, cost cutting results.

## Solution

The method, known as the TeleMap™ Process, involves the detailed examination of invoices, contracts, and inventory records to determine the what, why & how of each service and charge comprised within your Network. The TeleMap™ Process of determining what a service and/or charge is, how is it being used, why is it being used, and is the configuration done so in the most cost effective manner, is what separates NMA from other bill auditing or consulting firms which claim to maximize the overall cost and effectiveness of your Network.

NMA’s methodology has been coined “*Telecom Forensics*” because it is the most comprehensive and definitive diagnostic evaluation of telecom billing data available today. This process will leave no stone unturned and is specifically designed to create recurring savings through identification, modification and or elimination of any and all services that are currently not in use, or not being used in a cost effective manner. In short, the expense reduction strategies developed by NMA’s expert team will thoroughly eliminate wasteful spending that could never have been identified through normal accounting procedures, a typical bill audit, or a software application. The areas identified through the TeleMap™ Process will never create a red flag or a sudden shift or decline in your P&L statement. Instead, it will simply go unnoticed indefinitely while it stealthily harms and erodes your organizations bottom line. In fact, the only way to realize true, complete and permanent telecom expense reduction is to engage NMA and our TeleMap™ Process which routinely yields recurring, annual savings of 20% to 40% for clients even after a typical bill audit had been performed.

*“Total Telecom Cost Management achieves its scale and accuracy through the efficient control, processing, and analysis of data.” – Aberdeen Group 2004*

## Facts

The TeleMap™ Process has clearly differentiated NMA from other companies in the telecom consulting/auditing industry. Subscribing to the TeleMap™ Process for telecom expense management delivers the following hard-dollar benefits:

- ⇒ Usage rationalization - results in lower overall cost of services
- ⇒ Expert analysis and negotiation - results in overall reduced rates for those services
- ⇒ Detailed examination of services and circuits - results in improved levels of service and cost containment
- ⇒ TeleMap™ provides better visibility into Telecom Spend
- ⇒ Average annual recurring reduction of 20-40% plus refund recovery with interest

## Hard-Dollar Results

Clients that have completed our survey conclusively demonstrate the hard-dollar benefits using the TeleMap™ Process for telecommunication expense management:

### Large East Coast Eyewear Distributor

Audits Unlimited recently performed a bill audit that only recovered \$1,500 in provider refunds. NMA experts discovered an additional \$72,000 in permanent, overlooked annual cost-reductions.

### Small Regional Hospital

Allen Rotto Assoc. recently performed a bill audit that only recovered \$4,000 in provider refunds. NMA experts discovered an additional \$41,000 in permanent, overlooked annual cost-reductions.

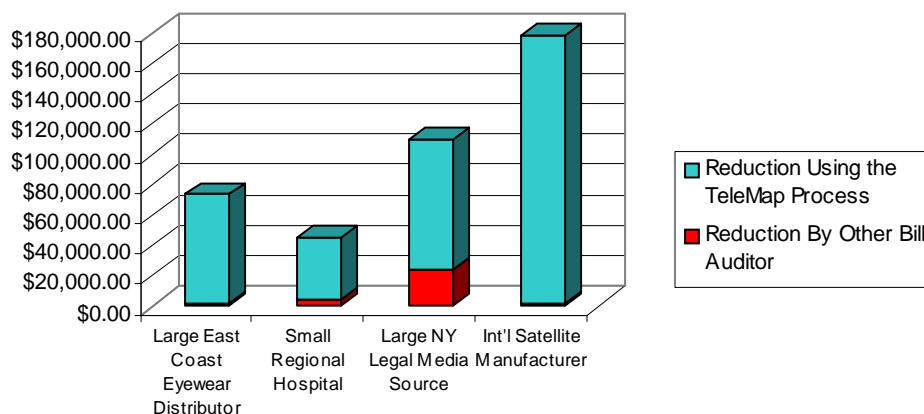
### Large NY Legal Media Source

Audite! recently performed a bill audit that only recovered \$24,000 in savings plus \$29,000 in provider refunds. NMA experts discovered an additional \$86,000 in permanent, overlooked annual cost-reductions.

### Int'l Satellite Manufacturer

Teldata recently performed a bill audit that only recovered \$1,450 in provider refunds. NMA experts discovered an additional \$177,000 in permanent, overlooked annual cost-reductions.

## Graph Representing Results Above





## Conclusion

As demonstrated above, NMA's unique, proprietary TeleMap™ Process stands head and shoulders above the others and has basically rendered the standard bill audit virtually useless as it routinely delivers results that simply dwarf those of our competitors. Unfortunately for these and many other organizations, upon completion of the typical software based bill audits described above, the client was lead to believe that there would be no foreseeable benefit or value in pursuing the matter any further. Meaning, in the auditor's so-called expert opinion, their auditing process had thoroughly eliminated any and all wasteful spending leaving an environment with zero waste. Surprise – Nothing could be further from the truth!!

## About NMA

Network Mapping Associates, Inc. (NMA) was founded on the certainty that there must be a better way to help their diverse client base to more efficiently manage and oversee, in many cases, a very complex communications network. Our goal is to better assist telecommunications professionals in their efforts to properly manage what can be an unmanageable process and provide them with cost cutting strategies never before seen.

Using some of the sharpest minds in the telecom sector, NMA has developed a "Single Point of Control," revealing a level of detail unheard of in the industry known as, "TeleMap™." NMA is a privately owned company with Headquarters in New York and Arizona along with regional offices throughout the country.

Over the years, NMA's co-founders have gained a reputation for providing clients with unprecedented customer service along with an extremely high level of invaluable Telecom industry expertise.

*"...enterprises, must first accept the benefits of outsourcing – it frees a company up to focus on core competencies; it can help them leverage economies of scale; and it exposes companies to the best in expertise, technology, and methodology. ...ultimately, better service for less cost." Aberdeen Group 2004*

*"We thought we had all our I's dotted and our T's crossed regarding our billing and contracts but the Telemap you created uncovered some very interesting options. Your innovative strategies helped us to reduce our annual spending by 34%, which was a very welcome added bonus. Thank You!"*

*Gerry Mildenburger, CFO Platinum Capital Inc*