

# Benchmarking

**The Smartbill® Benchmarking Service is a consultancy service that includes the provision of an in-depth, detailed benchmarking report on Telecom carriers.**

## Why the need for Benchmarking?

Telecom carriers will only offer optimum pricing, funds and contract terms to organisations that come to the negotiation table prepared.

Smartbill® will provide an organisation with accurate benchmarking analysis, strategic support and guidance allowing healthy and fact-based negotiations with the carriers to occur.

Working with Smartbill® means you are partnering with one of Australia's leading telecommunications consultants for benchmark analysis.

Smartbill's benchmarking analysis, strategic support and guidance will ensure the best offer is extracted from the carriers and applied for the next contract term.

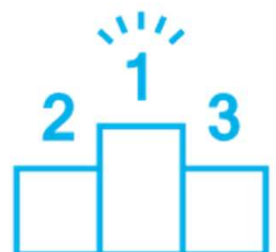
Smartbill benchmarking also includes, but it is not limited to, the evaluation of network transition costs, future availability of relevant technologies, increased/decreased usage over the contract term, data consumption trends, network coverage considerations, key commercial clauses, proposed carrier funds and rules surrounding how funds can be used.

## Product description

Smartbill® will model each carrier's 'pricing offer' against the customer's actual 'call traffic profile', to produce a highly accurate 'call type versus call type' expenditure comparison report, that will greatly assist with negotiation processes.

Smartbill® Benchmarking analysis allows an organisation to strategically review each carrier's offer and provide feedback to the carriers on what more is required to win their business. After each round of negotiation, the revised carrier offers will be reflected into the updated benchmark analysis.

The negotiation process will continue until the carriers' best and final offers are received, which will be reflected into the Smartbill final report and recommendation.



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Smartbill® provides an intelligent benchmarking solution that will determine the optimal plan configuration for each pricing offer received.

The optimal plan configuration will minimise telecom expenditure, provide ongoing cost certainty, ensure the required services are available to support the business, while also supporting any special organisation requirements.

## Deep dive analysis

Prior to beginning the benchmark analysis, Smartbill® will perform a 'deep dive' analysis on the billing environment to understand usage patterns, end user behaviour, identify any wastage and inefficiency in the current billing and identify other areas for savings. Our findings from the deep dive analysis will allow us to explore other areas for savings, in addition to receiving the carriers' best pricing from the benchmarking process.

Where there is any complexity, our experienced team of professionals are on hand to provide the analytical support and expertise required to facilitate effective negotiation and the best strategy with the carriers.

**For more  
information**

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