



## Ruby Communications enables companies to:

- Reduce telecommunications costs by 15-35%
- Take advantage of industry inflection caused by MPLS and Ethernet services
- Stay up to date without adding expensive FTE

We deliver self funding services in the areas of cost recovery, contract compliance, review and negotiation, and billing optimization for **voice, data** and **wireless** communications services.

Our **expertise** is based upon a complete understanding of service providers and carrier networks, contracts, tariffs/pricing guides, including critical contractual components of finance, audit and sales.

Communication Expense Management (CEM) is Ruby's industry **vision** for helping you unify and **simplify** telecom management across your entire enterprise. Ruby's business intelligence audit process (CEM) goes beyond TEM summary audits. **Quality** data delivers quality results!

**Comprehensive** and modular, **CEM** solutions move away from managing technology **silos** within a company. Instead, it takes an organic approach to help you manage and secure your entire communication enterprise — including end-users, assets and services.

By **managing** communication expense management as a single entity, you can better understand, measure, **reduce** and mitigate operational and business **risk**. All this allows you to determine if your communications network is delivering contracted service levels, and whether resources and people are being allocated **efficiently** and **effectively**.

## Customer Examples and Results



**Audit and inventory: delivered 30% savings**



**Audit: delivered 23% saving**



**Audit and Inventory: delivered 30% savings**



**Audit and Inventory: delivered 28% savings**

**There has not been an industry inflection this big since 1992**  
**\$321B of old systems will be replaced by 2014\***

The move to IP – MPLS networks is happening rapidly to support a vast array of cloud computing applications, wireless apps, VOIP and other M2M solutions. Ruby has the skill and knowledge base to assure your migration plan delivers to expectations. We eliminate the need to add more expensive employees. Our services are self funding.

\*Infonetics 2010



## Customer Case Studies

### Example 1

Our customer had an inventory of their telecommunications circuits and services that was several years old. The most significant items found when Ruby completed an inventory analysis were:

- ATM data services billing incorrect per tariff and contract. Correct tariff application of ATM pricing metrics delivered a \$1,800,000 refund and \$720,000 future savings.

### Example 2

Our customer has a call center with heavy inbound calls that were being over charged. Ruby's proprietary business intelligence system discovered a call flow processing error that the TEM systems are not capable of recognizing. Quality data delivers quality results!

- This is a prime example of Ruby's deep knowledge base being applied to an inventory. Once the call flow processing was redesigned, our client received a \$75,000 credit with ongoing savings over the life of the contract totaling \$468,000.

### Three reasons why companies hesitate to hire Ruby:

1. They think they can do what Ruby does with current staff.
2. They do not want to share their telecom design and services with anyone outside of the company.
3. They have a TEM solution that handles cost management.

### Our response:

1. Ruby has completed thousands of wireline and wireless audits and optimizations, and we see 95% of those clients not having the knowledge of networking, services and billing to manage their costs correctly, especially wireless. Also we do not add to your FTE expense.
2. Ruby signs a confidentiality agreement. You can see from our case studies we do not attribute results to any specific company.
3. Ruby knows all TEM systems need to have the input tuned up every couple of years. The tune up as the original data set up should be more than a summary audit. Ruby's business intelligence audit system goes deep and delivers maximum value, quality input = quality results. Most TEM systems require 1-2 FTE to keep them current. Ruby costs less than a qualified TEM FTE.

**Ruby's business model is self funding.** Ruby is paid out of the refund-savings found when auditing and inventorying your telecommunications services. The risk for you is not capturing these savings to use on other important elements of your business.