



*A Team Approach to
Telecom Efficiency*

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The Challenge

As one of the largest commercial real estate firms in the nation with nearly 70-million square feet of Class A office space, to say that Equity Office has a geographic challenge when it comes to Telecom Expense Management (TEM) is an understatement. So, in 2007, when the company decided to centralize its telecommunications business processes, identifying its telecom inventory and expenses was a large and involved task.

That is the way Chavdar Momchev, Equity's Director of Data & Voice Communications, positions the challenge – "Almost impossible because nothing was uniformly done across the company." Across the vast array of offices, each property manager had developed his or her own tracking methodology. None of it was reportable and auditing required months of careful sifting through spreadsheets, coding and formats of various levels of detail.



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The Solution

At first, the company considered building its own database and tracking system. That vision soon disappeared under the volume and the time requirements. So, Momchev and his team set out to find the right match for Equity Office. At first the search was frustrating. “No one really wanted to talk to me since Equity didn’t spend enough to be considered a good fit for their system or the cost was so high that it didn’t make sense for us.” That is until he discovered Asentinel. “From the very first call, I had a completely different experience than with their competitors. I was given attention and felt they really wanted to do business with me.”

With the connection made, Asentinel began working to help Momchev accomplish his organization’s initial goals. They were the creation of a central inventory database of all information and records, bringing together the vast array of different paper invoices and spreadsheets. And, to automate as much as possible, from inventory management, to tracking, to auditing. Success would mean property managers would be freed up to do what they do best – manage properties and take care of customers.

The Result

Since beginning work with Asentinel in 2009, Equity Office has seen consistent and ongoing cost savings, efficiency, enhanced telecom intelligence and a process that Momchev calls “orderly, accessible and amazing.” Each year has seen actual telecom spend reductions across the organization.

Beyond reductions in spending, the Asentinel solutions have also helped Equity Office negotiate better contracts across its growing wireless usage through accurate statistics needed to negotiate “smart.”

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Momchev praises Asentinel as being the core that he has used to build the company’s telecom processes around since the relationship began. He calls the company a great partner, not just a service he buys.

“This relationship is definitely a two-way street,” Momchev points out. “With each new release I see valuable improvements. And, service additions for us, like OIR (Optical Invoice Recognition), are looked toward with positive anticipation. At the same time, we are able to offer our suggestions, which the Asentinel team openly considers and appreciates.”

Today, Equity Office has some 3,000 local lines, 1,300 wireless devices and 300 internet circuits flowing through the Asentinel TEM solution.

From Asentinel’s perspective, Equity Office is a great client as well, always willing to consider new ideas that are coming online. For the future, that team approach will likely continue to benefit everyone involved.

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About Equity Office

The Equity Office portfolio, encompassing approximately 70 million square feet of Class A office space throughout the US, is rich with signature properties in the nation's leading gateway markets. The company focuses heavily on meeting the current trends and changing strategic needs of companies and its chosen markets. With an average tenure of over 25 years in the real estate industry, its regional leaders head teams with deep experience across the board from investment and asset management, to property management, development and construction. Regional operations draw on the financial power and legendary prestige of one of the largest commercial real estate firms in the nation. Equity Office has a strong development and acquisitions history spanning more than 30 years, with experience in all aspects of owning, operating and managing office and mixed-use communities. For more information, please visit www.equityoffice.com.

About Asentinel

Asentinel meets the needs of customers by providing communications life-cycle management through comprehensive TEM solutions and services—saving its customers millions of dollars since its inception in 2002. Asentinel holds the only comprehensive United States patents (#7340422 and #7805342) in Telecom Expense Management for its groundbreaking software, Asentinel 7.0. The company continues to grow its customer base of Global 2000, Fortune 1000 and multinational entities that realize the power of TEM to reduce spend, increase efficiency, manage inventory and generate business intelligence. Asentinel is headquartered in Memphis, Tenn., and has offices throughout the US and in Europe. For more information, please visit www.asentinel.com.