



*A Case Study
Five Years of Growth
with Asentinel*

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The Challenge

With 7,000 stores in 44 States and 45,000 team members, Charlotte-based Family Dollar is a leading retailer through out the United States.

“As our chain grew in size and complexity, we realized that we needed to improve management of our telcom costs,” stated Josh Jewett, CIO at Family Dollar, Inc. “We needed a solution that would automate telecom processes to identify billing errors, efficiently manage multiple invoices, provide audits and provide detailed granular reports.”

Family Dollar evaluated several TEM companies and after a formal review, selected Asentinel.



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The Solution

When Family Dollar first signed on with Asentinel for Telecom Expense Management, the company was in the midst of a growth spurt and needed a partner that could support that growth – adding services, giving them greater control, and providing vital cost savings. Today, after five years together, Family Dollar couldn't be more pleased with the decisions made.

The relationship began with auditing. Family Dollar had a labor intensive, manual telecom expense process. Without automation, it had become difficult to keep up with the volume of paper invoices produced by the company's national network of stores. Asentinel's TEM solution was first hosted on site at Family Dollar's headquarters. After time, it moved to be hosted on Family Dollar servers in Memphis, and eventually migrated to an Asentinel fully hosted service. Family Dollar has also regularly added to services from the Asentinel menu, including contract management, tariff validation, touch free managed services, and has had Asentinel develop numerous customizations specific to its unique needs. Most recently, a comprehensive suite of wireless management, eProcurement Catalog, HelpDesk and optimization was added as well.

“We are always searching for ways to reduce telecom spend for the company and improve processes to free up the analysts' time for more critical tasks,” stated Aleda Cotty, manager of IT Financial Control and Telecommunications Management at Family Dollar, Inc. “Asentinel always works with us to develop specific solutions we need and they take lead in recommendations and sharing best practices with us.”

The number of Family Dollar stores has grown to 7,000 locations. Along the way, the number of field associates requiring landline services as well as wireless services has increased at least 25 percent. Four distribution centers have been added as well as approximately 10 field offices. Telecom expense has been systematically reduced, however. While the company's locations and revenues have grown, telecom spending has remained relatively flat. The company attributes this accomplishment to savings generated from

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carrier rate negotiation, vigilant analysis of monthly invoices for billing errors, and aggressive management of optional services and discretionary usage – all of which has been facilitated by the Asentinel solution.

“In addition to the direct costs savings, the Asentinel services have saved tremendous labor hours, and we have been able to reduce the telecom staff,” adds Cotty.

As the world of telecom has changed, both Family Dollar and Asentinel have stayed ahead of the curve. A good example is the integration of Family Dollar’s Technology Allowance Program and the Asentinel Mobility Management services. There are currently about 1,100 Family Dollar associates on this program each of whom get a monthly reimbursement for use of their personal cell phones for company business. They log on to a website to file their claim and then mail in a copy of their bill. That system was integrated into the Asentinel application to eliminate manually keying in those invoices. When the associate keys in a claim on the Family Dollar website, that information feeds into TEM and generates an invoice.

The Result

Overall, five years into the relationship, Asentinel has been able to revolutionize a paper intensive billing process into an automated system that audits every line item in every invoice—allowing Family Dollar telecom analysts to focus on more strategic and specific billing issues. Asentinel also provides Family Dollar with increase visibility over the entire telecom lifecycle, equating into significant cost saving. With the implementation of Asentinel’s solutions, Family Dollar has not only saved a considerable amount annually, but also managed well the growth and complexity of the telecommunications needs of its vast, decentralized organization.

“Asentinel is a key partner in helping us to reduce telecom spend and assist us in automating processes to reduce time and complete tasks,” according to Cotty. “Asentinel’s TEM is critical to my ability to succeed. They are always open to new development opportunities.”

From Asentinel's perspective, they are looking toward another five years with a good customer that pushes them for services and excellence, and values the role that is played.

About Family Dollar

For more than 50 years, Family Dollar has been providing value and convenience to customers in easy-to-shop neighborhood locations. Family Dollar's mix of name brands and quality, private brand merchandise, appeals to shoppers in more than 7,000 stores in rural and urban settings across 44 states. Helping families save on the items they need with everyday low prices creates a strong bond with customers who refer to their neighborhood store as "My Family Dollar." Headquartered in Matthews, North Carolina, just outside of Charlotte, Family Dollar is a Fortune 300 publicly held company with common stock traded on the New York Stock Exchange under the symbol FDO. For more information, please visit www.familydollar.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.

