

## Case Study: COLT Telecom Group

### *Restructuring the wholesale business to increase revenue and profitability*

COLT Telecom Group is a leading provider of data, voice and managed services to business and government customers in Europe. COLT owns and operates one of Europe's most advanced networks with unmatched breadth and city density across 13 countries: the 20,000km network includes metropolitan area networks in 32 major European cities with direct fibre connections into 10,000 buildings and 13 COLT data centres.

#### **The challenge:**

Need for an increase in revenue to improve profitability and competitiveness to ensure growth.

#### **The Clevercoms solution:**

Our experts in Access and Carrier Management worked with COLT to enhance the existing wholesale business to enable effective targeting of major global carriers.

The Clevercoms team worked with the Sales and Marketing division to understand the cost of the underlying Access and Carrier costs within the whole business – products, services locations, systems, processes and people.

Our team also helped with the management of switched inter-connect and Other Licensed Operator (OLO) purchases including management of the in-house team.

This enabled us to help COLT Telecom Group resolve the key issues of:

- Margin management and pricing control
- Network optimisation and planning
- Circuit Inventory Process control and standardisation
- Circuit Inventory reconciliation to logical and finance data repositories
- Pricing models for Pan-European access service.
- Completeness and accuracy of termination costs booked by business
- Review and refine the termination cost output from the business
- Enable the business to challenge third party carrier invoices
- Accruals for termination costs

This has ensured the ability to:

- Support complex bids with more accurate information.
- Prioritise and allocate resources cost effectively.
- Reconcile disparate data, for example: contracts = logical inventory = billing

Our team worked on delivering considerable synergies and savings. We then set the process of winning new business in motion by leading negotiations with a number of global Carriers.

**The result:**

- Management of switch interconnect and OLO cost base to deliver optimum unit costs.
- More profitable and better serviced client accounts and an increase in revenue.



“With Clevercoms’ help we have achieved substantial savings and now have the systems in place to successfully compete for business from major carriers. We have already won two substantial accounts and are well on the way to achieving our revenue targets.”

**Gary Gamp, Head of Technical Solutions Group,  
COLT Telecom Group**

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Clevercoms provides strategy and management consultancy, project and programme management to improve performance and increase revenue and margins for our clients.

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