



OPTIMIZATION CASE STUDY

ROLLINS

Solutions for Global Consumer and Commercial Services Company



“Due to several acquisitions, Rollins needed a partner to lead and manage a strategic sourcing strategy effort to reduce its mobile spend and improve carrier contract terms/conditions.”

The Background.

Rollins, Inc. is a premier global consumer and commercial services company. Through its wholly owned subsidiaries, the Company provides essential pest control services and protection against termite damage, rodents and insects to more than two million customers in the United States, Canada, Central America, South America, the Caribbean, the Middle East, Asia, the Mediterranean, Europe, Africa, Mexico and Australia from more than 700 locations.

The Challenges.

Due to several acquisitions, Rollins had an inventory of over 12,000 mobile devices in operation and an annual US mobile spend of \$7.3 million. While Rollins had decent existing contracts with its three mobile carriers, Advocate knew it could improve the contract terms/conditions, increase visibility and reduce its mobile spend costs.

The Solution.

Advocate conducted a mobile spend optimization assessment and, based upon the findings, developed and recommended a sourcing strategy and roadmap that would deliver a scalable solution to support Rollins’ future growth, increase visibility, reduce costs and improve contract terms and conditions with its wireless service providers. Advocate then carried out a competitive mobile sourcing process to secure leading edge rates and contract terms with the incumbent carriers and opened the door for carrier consolidation.

Client Priorities

- Reduce US mobile spend
- Increase visibility to US mobile inventory, spend, profile and usage
- Improve wireless service providers’ contract terms and conditions
- Partner to lead and manage strategic sourcing strategy effort



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“ADVOCATE’S MOBILE SPEND OPTIMIZATION PROCESS HAS BEEN VERY EYE OPENING FOR ME AND AN ENDEAVOR THAT WAS VERY WORTHWHILE.”

James Osieczanek, Director of Communication Services, Rollins

Transforming your mobile spend challenges into a cost savings advantage.

Transforming US mobile spend challenges by developing and executing a strategic sourcing strategy and roadmap while providing visibility of inventory, spend, usage and profile, improved contract terms and conditions, enhanced scalability and increased cost savings.

Insiders Consulting Services.

- Current and Future State Planning
- Strategic Mobile Sourcing
- Audit and Optimization

The Result.

With over 12,000 corporate liable US mobile devices with three carriers, Advocate leveraged all existing carrier relationships and spend as part of the strategic mobile sourcing event to develop a scalable solution to support future growth, consolidated carriers, increased visibility, reduced mobile costs and improved contract terms and conditions with Rollins’ wireless carriers. Advocate delivered an annual project ROI of 10:1 by generating a 19% cost reduction on existing decent contracts, which resulted in over \$1 million in annual cost savings.



“The Advocate folks brought a lot of knowledge to the table and assisted in both preparing and managing our RFP as well as all the subsequent negotiations with our major cellular carriers for their best and final offers. Because of their involvement, we were able to obtain not only very favorable rate plans that will reduce our operating costs, but also special situation contract terms that applied to our unique situation.”

Lee Crump, CIO, Rollins



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