

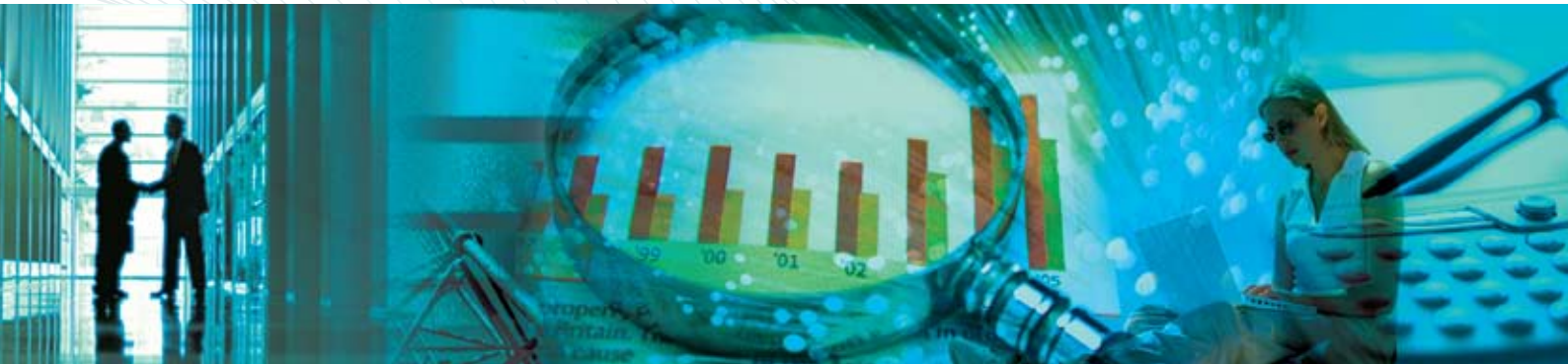
“Am I getting the best value for money from my telecommunications investment?”

ATUG, through an exclusive discounted agreement with Gibson Quai – AAS Pty Ltd (GQ-AAS), can provide its members with an answer to this question. The agreement allows ATUG members to access the unique GQ-AAS Benchmarking service which provides an external and independent frame of reference for clients to compare their telecommunications services with similar organisations. This provides an accurate indication of how the pricing and performance of their telecommunications services compare to market best practice.

WHAT IS THE GQ-AAS BENCHMARKING SERVICE?

GQ-AAS provide a telecommunications specific benchmarking service that has been saving clients money for over 15 years. GQ-AAS has developed an extensive database and advanced benchmarking software tools that provide detailed, accurate and cost effective reporting, aligned to corporate governance requirements.

Since its inception, the GQ-AAS Benchmarking process has been continually revised and updated to reflect prevailing market conditions, incorporating new services as they emerge and evolve. Ongoing participation by client organisations ensures that the pricing and service performance information is always current.



WHY USE GQ-AAS BENCHMARKING?

- Comparison is made against similar organisations in the Australian market
- Data is sourced from electronic billing statements to ensure accuracy and detail
- Only includes prices that organisations are currently paying

Genuine Market Comparison

- The service has been provided for more than 15 years
- Many of the top 100 corporate and government organisations have adopted the GQ-AAS service
- The database is the most comprehensive in the market

Existing Track Record

- The benchmarking service has been used in contract negotiations with all major carriers
- The methodology is understood and has buy in from the top 1 carriers meaning that the results carry weight in negotiations

Carrier Acceptance

- Takes into account both price and non-price service elements
- Includes carriage and managed services environments
- Covers a range of contract structures

Full Services Offering

- Provides deep insights into market best practices across all telecommunications infrastructure and services
- Leverages our consulting and market research capabilities

Best Practice Perspective

- The solution is based on a standardised database and reporting platform
- This platform offers a customisable service that can be tailored to suit the client

Tailored Solution

CONTRACT LIFECYCLE BENEFITS

	Knowledge of your position in the market	<ul style="list-style-type: none"> • Provides power at the negotiating table • Enables you to get the best rates based on your buying power
	A powerful negotiating tool	<ul style="list-style-type: none"> • For contract extensions • For establishing new contracts
	A process that can be incorporated in contracts	<ul style="list-style-type: none"> • Enables in-contract price adjustments • Ensures market competitiveness throughout the life of the contract

HOW DOES GQ-AAS BENCHMARKING WORK?

GQ-AAS collect key client information relating to the usage of telecommunications services including electronic billing records and contract documentation. GQ-AAS then complete a comprehensive spend analysis that is compared against a selected group of organisations from our benchmark database that have a similar profile. This process ensures a comparison against organisations that are of similar size, spend and geographic distribution.

The analysis is compiled into a detailed report, including graphical representations, comparing the clients KPI's against the benchmark. The service-by-service comparison also provides an estimate of the total savings achievable at prevailing market rates.

WHAT DOES GQ-AAS BENCHMARK?

All key service category pricing and an extensive list of related KPI's.



GQ-AAS CLIENTS

GQ-AAS's Australian benchmarking clients include State and Commonwealth government departments and major corporations.

HAGEMEYER	BLUESCOPE	CSC	MULTIPLEX
ANZ BANK	CENTRELINK	MEDICARE	QANTAS
AMERICAN EXPRESS	COLES/WESFARMERS	MLC	STATE & COMMONWEALTH GOVERNMENTS
COMMONWEALTH BANK	IAG	NSW POLICE	WOOLWORTHS

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