

#### Company Background:

Debenhams is a leading department stores group with 139 stores including 7 Desire by Debenhams stores, across the UK and Ireland with approximately 10.1 million square feet of trading space and around 21,500 employees. The stores are located in various locations, including town centres, high streets and shopping centres and cover a wide geographic and size range.

In addition Debenhams has 30 international franchise stores in 14 countries outside the UK and Ireland, with a further 15 franchises scheduled to open by the end of the 2008 financial year. Debenhams is also extending its customer reach by making direct sales through its internet website.

#### Business Challenge: Rising costs; multiple data sources and lack of clarity regarding telecom spend

With a relatively small telecoms team, Debenhams faced a challenge when it came to cross-referencing telecoms bills with their inventory of products and services. Their telecom costs were rising even though there was no determinate reason why and the telecoms information for their national network of stores was held on multiple spreadsheets making it difficult to analyse. Unsure if all of the latest discounts negotiated with their supplier had been implemented, the team wanted to clarify this as well as confirmation that all of their existing lines were being utilised.

#### Solution: Inventory management with *malaXtract*, *ZeroDial* to identify unused lines and circuits and *Ledger plus* for bill consolidation and payment

*malaXtract* was implemented to create an inventory of all phone lines that could then be reconciled against the supplier's bills. This gave Debenhams full spend analysis illustrating the usage and costs of all services and also highlighted any misuse internally. All lines were then analysed, using *ZeroDial*, to identify which ones were no longer required or should have been removed from bills. Finally, supplier invoices were consolidated into media files (rather than on paper). These were checked automatically for accuracy, the appropriate cost centre and charge back information was assigned and then the files were produced to enable input into the Debenhams' payment system.

#### Results: Reduction in costs; control of costs and billing process efficiency improvements



With Mala undertaking the day-to-day administration of all telecoms bills to check accuracy and highlight any issues and proposed remedial action to Debenhams; the telecoms team were able to focus on providing higher levels of service to the business including selecting the best suppliers to provide that service.

Results that were attributed to the implementation of Mala's TCM solutions included :

- Direct costs of individual services were reduced due to costs being regularly monitored
- With the cessation of unused lines, overall telecoms costs were reduced
- Automation of the billing process not only saved money but also improved efficiency
- General remedial issues like missing discounts, wrong billing periods, mis-billing or missed billing were identified and then handled promptly, by Mala, with the supplier whilst keeping Debenhams informed of progress.

#### Customer Perspective

We are constantly being asked to take on more projects by the Company and manage more services. It is reassuring to know that Mala are there, not only to manage our inventory, bills and costs, but to provide us with the answers to many of the telecoms questions being raised by management.

Paul Munday  
Network Services Manager

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Paul Munday, Debenhams,  
Network Services Manager