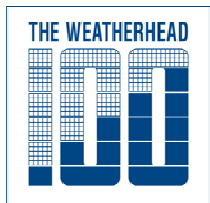




Helping companies connect smarter to their markets through Internet, Telecom and Marketing solutions
www.griffithholdings.com

Connecting Smarter...Success Story



OUTSTANDING GROWTH COMPANY

www.ghis.com

Creative Services

Web Site Design / Redesign
Flash Multimedia
Streaming Audio / Video

Internet Marketing Services

Search Engine Optimization
Branded HTML Email Marketing
Web Metrics / Business Intelligence

Development Services

Custom Web Applications
Content Management Systems
E-Commerce
Extranet / Intranet Portals

ASP Services

MS Exchange Email
MS Office Suite
Web Site Hosting

ASP Software Products

CleanAir
AutoCleanAir
Chamberplace
CleanMail

Consulting Services

Marketing
Strategic Sales
Telecommunications
Video Production

www.ghits.com

Voice Communications

Long Distance Voice
Voice Over IP
Hotel & Operator Services

Data Communications

Point-to-Point Circuits
Frame Relay / ATM
Virtual Private Networks

Broadband Internet Connectivity

Dedicated T1 / T3
Wireless Internet Access
Wholesale Dial Up

Privately held \$500 million medical supply distributor // established 1928 // 20,000 Products // 4 operating units throughout the USA

"Griffith Holdings worked directly with our team for six months to overachieve on the company's corporate savings targets. Frank and his staff completely exceeded our expectations in contract management, negotiations, and saved us in excess of \$750,000. GHI established a trusted relationship with our entire IT Team, sourced creative IP solutions from competitive non-incumbents, and managed a provisioning experience that was the most successful in my 20 year telecom experience."

Director, Information Systems and Telecommunications

"Since 1997 GHI patiently helped us navigate the turbulent telecommunications waters with incumbent carriers who refused to proactively manage contracts and remain competitive. GHI saved us more than \$220,000 during one rather hostile negotiation session with an incumbent when we were only months into a multi-year agreement. And they did this for nothing, absolutely zero remuneration. Finally, in 2002 we hired GHI to co-lead our network redesign and sourcing engagement which positioned our transition to a new carrier, a new platform, new IP voice and data networks, and a new working model for on-going carrier management. All told, Griffith Holdings has put almost \$1 million dollars to our bottom line, and growing daily, while helping to improve carrier customer service."

Chief Information Officer

RESULTS: *A review of the outcomes produced by GHI Telecom Services*

The carrier agreement negotiated by Griffith Holdings was the culmination of a strategy to maximize savings across telecom services, improve contract flexibility through creative terms and reduced commitment levels, and an increased vendor accountability program requiring proactive management practices.

By leveraging GHI's extensive carrier and market knowledge, the client was able to achieve impressive annual cost savings in excess of \$280,000 per year while improving the quality of its data network and doubling its IP capacity.



By using GHI's extensive intellectual property, coupled with unique, custom negotiated below tariff contracts, GHI was able to strategically focus negotiations to significantly improve key rate elements and incorporate essential protective clauses that ensured the client's future contracts remained competitive.

Specific benefits of the GHI engagement:

1. Developed a complete and accurate telecom inventory for the client's voice, data, and IP networks which facilitated a platform for customized negotiation strategies by carrier, the opportunity to redesign portions of the data network taking advantage of new technologies, and a customized telecom inventory tool which assisted in the eventual cut-over and provisioning process.
2. Significantly reduced the company's risk by lowering annual commitment levels and contract terms by more than 33% while simultaneously, through creative contract clauses, increasing the carrier's responsibility to automatically lower rates if company volumes hit predefined thresholds, further reducing costs as the company grew.
3. Reduced targeted annual telecom spending by the client by more than 50%.
4. Secured several data and IP carrier managed services to monitor critical networks.
5. Improved service levels by engaging local carrier account management team whose pay was directly related to performance and retention. Monitored carrier service systems, and provided on-site project management personnel at no additional cost.
6. Utilized GHI's personal relationships with carrier executives to increase problem resolutions and expedite contract terms.

ANALYSIS: An overview of the client's telecommunications challenges

Stringent cost controls, operational efficiencies, and intense customer focus have always been the hallmarks to the long history of solid growth and consistent financial performance by the client. Telecommunications services, perhaps the heart of the company's distribution operation, represented a significant cost to control and tool to improve. The client utilized several Tier One Vendors to support its extended voice, data, and video network, but it knew, due to GHI's earlier role in negotiating with incumbents, that it was not receiving fair market rates or terms it needed from either. The client had loyally remained with its primary carrier for a decade and was resistant to change, but wanted action. Contract inflexibility prohibited exploring data alternatives, rates were not stabilized, and there was no rate incentive built into the contract as network demand increased.



Helping companies connect smarter to their markets through Internet, Telecom and Marketing solutions
www.griffithholdings.com

The client looked to Griffith Holdings for guidance on how to best leverage the internal contractual constraints, the increasingly competitive market externalities, and achieve its corporate objectives of triple digit growth year over year while ensuring quality voice, data, video, and IP networks to serve its growing distribution business. Working closely with the client's IT Team, GHI managed a four-vendor process applying the experience of 4,000 previous carrier negotiations, technical expertise, perspective and leverage to secure a leading edge network contract package.

GHI Telecom Services' knowledge, access, and willingness at work.

Helping clients connect smarter.



VoIP / Frame Relay Network Diagram

