

## FREEDOM COMMUNICATIONS

### APPROACH TO NETWORK SERVICES STRATEGIC PARTNERSHIPS

This document demonstrates how Freedom Communications, through its comprehensive understanding of our Partners business, can bring the following benefits to the management of the entire voice telecommunications estate:

- The best fit between Freedom's solution and Partners' needs through an agnostic approach to *Tier One* carrier selection and management.
- Consistent best value for Partners during the life of the relationship due to an open book approach to commercials.
- A level of service and support unrivalled in the UK through dedicated strategic customer support teams and local level account management.

### WHY FREEDOM?

Freedom is best suited to deliver and manage a project of this scope and size for the Partners Telecoms Projects for the following reasons:

#### (1) History Relationship

Freedom has supplied services for over 20 years and has built up a comprehensive knowledge and understanding of business drivers during this time. As a result Freedom understands how Strategic Partnerships work and can use this knowledge and experience to best fulfil the needs of the business. In addition, many key relationships and executive sponsorships are already in place within both organisations to ensure its success.

#### (2) Best of Need

Freedom's independent approach means they are able to provide 'best of need' network services by only partnering with the *Tier One* telecommunications carrier who best solves a customer's specific needs. Unlike the carriers themselves, when proposing a solution Freedom is not limited to a single means of service delivery, meaning Partners will benefit from the widest range of choice available to them. In addition, during the scope of this project Freedom will conduct a thorough evaluation exercise across the leading carriers in order to choose the optimum carrier for Partners. By taking on board this responsibility, Freedom - through their agnostic approach - removes the burden from Partners and therefore reduce the time taken to fully evaluate the best carrier within the marketplace.

#### (3) Size and flexibility

Some projects represent a larger share of Freedom's business than it would for a *Tier One* carrier and Freedom will respond with commitment and vigour. Freedom have the resources and the weight of *Tier One* wholesale carrier support to manage a deployment of all sizes, however the main difference (when compared against the service offered by a Carrier) is that the levels of support and overall service wrap that Freedom will provide will far outweigh any support offered directly by a carrier.

#### (4) Fully Managed Service

Freedom will handle all end-user enquires and manage the entire contract end to end. There will be one number to call for ongoing enquiries and a single invoice. The entire service will be managed through a professional service contract, with a single set of terms and conditions ensuring Freedom will remove all complexity from service provision.

### (5) Open Book Commercials

Freedom will adopt an open book approach and (taking a 'cost-up' approach) will use the aggregate of all call traffic to negotiate an even better overall cost price from the preferred wholesale carrier. The wholesale cost price will be discussed and both parties will then agree and share the gross profit margins. This means that Partners can benefit from the lowest possible cost base when deploying this contract and enjoy the benefits of Freedom taking responsibility for the entire telecoms estate.

### (6) Dedicated Account Team

Freedom Strategic Partnerships have a dedicated account team that will fully support individual Partners going forward and will consist of office based internal staff, as well as a customer facing account management team and board level sponsorship.

### (7) Regular Service and Support Reviews

The Freedom account management team will carry out regular service reviews with Partners and the end users to ensure service and support levels are maintained at optimum levels throughout the course of the contract. This will allow Freedom to consistently improve the end user experience throughout the lifetime of the project.

Freedom's approach represents the best value because:

- Freedom has all of the technical skills and accreditation in place to deploy and manage a sizeable telecoms estate.
- An 'open book' approach will be adopted to enable Freedom to collaborate commercially and ensure best value for our Partners.

***Our Partners are able to continue to focus on their core business – safe in the knowledge that Freedom will manage the entire telecoms estate using Tier One carrier class service delivery and best value at all times.***

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