

# HOW ALTUS TRAFFIC SAVED 20% ON THE COST OF THEIR MOBILE DEVICE SERVICES – WITHOUT SWITCHING PROVIDERS

Altus Traffic is Australia's largest provider of traffic management and compliance, delivering a full suite of traffic management services nationally. They currently provision for and deliver more than 2 million hours of traffic management services annually, with a resource base exceeding 1,800 staff, 1000 vehicles and 1000's of ancillary traffic devices.

On top of regular telecommunication services you'd expect from a company of their size, Altus also has over 850 tablets and mobile devices in the field which they rely on heavily on a daily basis to manage remote operations.

For some time, Altus Group CFO Peter Backwell had been aware that the cost of these mobile services had been excessive. But it was also unclear why this was. He was facing a number of challenges with the services and their provider, including:

- ⚠ **Monthly per unit spend was too high**
- ⚠ **Corporate costs weren't comparable to commercial**
- ⚠ **Billing processes were complex and confusing**
- ⚠ **There was no visibility over which services they did and didn't need**

Determined to chase a more competitive deal, Peter was forced to wait until their lock-in contract ended before being able to start making changes.

During this time, he was contacted by David Knights, owner of CDK Telecommunications, about Altus's telecom spend and offering help to improve it. Having already struggled to rectify contract issues and manage telco providers, Peter was open to hearing what David and CDK could offer.

## A low risk, high reward offer

After learning a bit more about the structure of their offer, Peter was impressed at the great value. It was clear David and the CDK team understood the telecom market, and could translate the oddities of telecommunications, bundling and pricing to Altus.

***"I was comfortable with David's skillset and the CDK pricing, and I thought the return by engaging him would far outweigh the costs."*** - Peter Backwell, Group CFO, Altus Traffic

The CDK process was simple and completely undisruptive. Once access to the provider's web-based portal and data was granted and contract information handed over, the CDK team carried out their work quietly in the background as Altus went about business as usual.

While Peter was enthusiastic about making the change from their confusing and ineffective contract, there was some hesitations and concern from the Altus IT team about what a change in provider would mean for their devices. With approximately 850 tablets and phones in the field, changing networks could mean changing the sims in each of these devices - a huge job no one was keen to undertake.

However, these concerns were quickly alleviated - after the tender process, it became apparent that Altus wouldn't need to change providers at all. They were able to secure a better deal without switching, meaning sims didn't need to be changed over.

***"The tender process and securing the right offer was a seamless experience."*** - Peter Backwell

## A complete overhaul of mobile services

The long-standing cost and contract issues Peter and Altus had been dealing with are now officially a thing of the past. CDK were able to identify a number of billing errors and secure credits from the provider, and put in place lower-cost, higher-clarity contracts.



### Up to 20% overall cost reduction

Even though Altus didn't end up changing providers, they have still managed to significantly lower the cost of their mobile services contract through the tendering process – achieving an overall cost saving of between 18-20%.



### Contract visibility & flexibility

Altus are now enjoying more visibility and flexibility within their contract terms. Pricing and billing structures are now much easier to understand and receive regular reviews. CDK have ensured Altus know what they've signed up for and exactly what they're getting charged.



### Removed unnecessary services

CDK conducted a site-by-site audit of all the services that Altus were receiving, identifying those that were no longer fit for purpose. They were able to make recommendations about how to best position and utilise their services and which should be removed completely.

## Minimising the challenges & improving outcomes

One of the biggest challenges to improving telecommunications is understanding it in the first place. As CFO of Australia's largest traffic management provider, Peter emphasised that it's vitally important he completely understands their cost base and can manage spend appropriately - but IT and telecom talk can be a different language.

Beyond the savings and improvements that CDK made to Altus's services, one of the big benefits was having someone who could speak telco language and translate it.

*“CDK act as the translator between your provider, your IT team and you. They can explain what you do and don't need and deliver something that's half the price but twice as good.” - Peter Backwell*

While this experience was focused on their mobile services, they believe they can now improve other areas of the telecom spend as well. With another contract expiring soon, they're already in talks with CDK to come back and help them with it.

*“We're already planning to use CDK again for more projects - and I think that's the best recommendation you can get.” - Peter Backwell*

**IF YOU'RE INTERESTED IN DRASTICALLY REDUCING YOUR TELCO SPEND,  
IMPROVING UNDERSTANDING OF YOUR SERVICES AND STAYING UP TO DATE  
WITH CHANGING TECHNOLOGY AND BILLING STRATEGIES, LET'S TALK.**

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