

VZW utilizes new enterprise modeling & analytics technology from Validas to renew strategic contract with AGFA

Verizon Wireless' Challenge

- Renew business with AGFA
- Retain more \$1.2 million in annual revenue
- Analyze 1,080 lines, 669 accounts, 2 major business units
- Create tailored rate structure and drive savings

Validas RPA Solution

- Rapid, automated rate plan analysis of AGFA's complex account structure
- Enabled VZW finance to create tailored rate plan structure and drive savings
- Earned AGFA Contract Renewal
- Established trusted and transparent customer relationship



Validas
5777 Sienna Parkway, Suite 200
Missouri City, TX 77459
www.myvalidas.com

E: sales@myvalidas.com

VZW Renews AGFA with Validas' Analysis

Verizon Wireless formally requested Validas to deliver a rate plan analysis for the Agfa-Gevaert Group (AGFA). AGFA is a major provider of analog and digital imaging systems and IT solutions for the printing and healthcare industries. The company contracts more than 1,080 lines with Verizon Wireless and generates more than \$100,000.00 in monthly revenue and more than \$1.2 million annually.

AGFA's lines are spread across 669 distinct accounts that span two business units with very different requirements. Its large number of bills had always been extremely difficult to audit. As a result, AGFA had never before had any carrier perform any analysis on its complicated account structure.

Verizon Wireless' goal was to step up its hands-on service for AGFA in an effort to renew its contract for another term. The carrier intended to reach this goal through Validas' comprehensive enterprise modeling & analytics technology. This would allow Verizon Wireless to then showcase an offer that would align AGFA's rate plans with its actual usage across all of its distinct accounts. This process would show in detail how Verizon Wireless could tailor AGFA's rate plan structure and drive a continuous cost savings model.

Validas' RPA engine is the only technology today that can automate analysis and model tailored offers accurately for clients based on actual, detailed wireless services usage. The precision and extreme speed with which Validas delivers results is unparalleled in the wireless industry.

Validas and Verizon Wireless reviewed a detailed RPA report with AGFA. They discussed the proposed savings outlined in the RPA report that would be derived from the specific plan structure Verizon Wireless' finance organization created for AGFA. AGFA was excited about the findings and results in the RPA report and impressed with the thought leadership Verizon Wireless was demonstrating on its behalf.

AGFA renewed its contract with Verizon Wireless and announced that it would move forward with every one of the RPA report's recommendations. Verizon Wireless' RPA efforts, powered by Validas, allowed it to achieve its goal to renew AGFA successfully and set the stage for a long term customer relationship based on the trust born of analytical transparency and tailored offerings.