



# Finding Your Best Telecom Solution with Telapprise

**Macerich** is a fully integrated self-managed and self-administered real estate investment trust, consisting primarily of interests in 61 regional shopping centers based in major urban and suburban markets. Founded in 1964, Macerich has significant presence in California, Arizona, Chicago, Greater New York Metro and Washington, DC.

Many small and midsize companies can't afford to field a large IT staff, yet their IT and telecom needs are just as robust as larger enterprises. Companies can fill this gap by working with a third-party provider with telecom expertise, in a consulting capacity, allowing internal IT staff to concentrate on core business operations. Good managed service providers are experts in their particular area of specialty and can help tailor solutions to a company's unique needs.

**Name:**

Macerich

**Industry:**

Real estate investment

**Location:**

Santa Monica, California

**Issues:**

Macerich wanted to find a new WAN provider, using a formal RFP process, to negotiate better contract terms

**Results:**

Telapprise was selected to help assess telecom companies to see which one would provide the solution best suited to Macerich's needs

**S**hane Riggio, VP for Information Technology at Macerich, had an opportunity to explore new WAN options for the company, and he wanted to make sure Macerich got the best deal available.

"Sprint provided our WAN on a multi-year contract, which was set to expire," said Riggio. "We didn't know what new options were available to use, but we wanted to see what was out there, and do a more formal RFP process this time around."

Riggio brought on Telapprise to help advise Macerich during this process, for Telapprise's telecom expense management (TEM) expertise.

"We saw an opportunity for Telapprise to help us police and then scorecard rate these four telecom operators as they aim to do business within our company, attaching or connecting all of Macerich's properties to a managed service cloud, like an MPLS cloud or a telecom cloud," said Riggio.

"Telapprise provided project management throughout the whole RFP process, and gave us their analysis and a realistic perspective on what each of the bidding companies promised to deliver. We started out with seven or eight bidders, and Telapprise helped us narrow it down to three -- Sprint, CenturyLink, and AT&T."

"We ended up being able to negotiate a better deal with Sprint -- better pricing, better commitment, better SLAs. This was about a year ago, and we made the decision in December 2012 to re-up our contract with them."

After the successful RFP process, Macerich is continuing to work with Telapprise for more telecom-related needs.

"Now we are looking into mobility, and using Telapprise as a sounding board for that process," said Riggio.

**R**iggio chose to work with Telapprise because of their deep expertise in the telecom industry, and the confident attitude of Telapprise's sales rep, Marko Spremo.

"Marko and I have a lot of similarities. He had a data background and knew how to employ data center solutions. He had a larger vantage point. When building our relationship, Marko didn't come off like a used car salesman. He was honest and authentic. He was confident about what Telapprise can do -- and also what they can't do. That builds a lot of trust with me, when a company is confident enough about their own business to be able to say 'No, that's not really our space.'"

"The best part of working with Telapprise is our relationship," said Riggio. "They're very easy-going. It's not lax, but it's not stressful, either. We never felt pressured to move our agenda along."

Riggio also likes working with Telapprise because problems get taken care of quickly and easily.

"We had a billing discrepancy come in via invoice," said Riggio. "It was during the negotiation process, and we didn't know that particular clock was continuing to burn. Marko knew there wasn't any true justification behind it, and he took care of it. It's so fresh and rare in the industry for things to be that simple."

Riggio not only plans to continue working with Telapprise, but also recommends Telapprise to other companies.

"If you're interested in working with Telapprise, go for it!" said Riggio. "As long as you're in the sweet spot of data, telecom and mobility, you're in great hands."

Telapprise works with each of its clients to help them find the best solutions for their telecom needs.

**Telapprise** provides a full-range of telecom services for clients, including:

- Asset & Contract Management
- Carrier Services
- Change & Crisis Management(MACD)
- Cloud Communications
- Hosted PBX
- Mobile Device Management
- Mobility
- Multiprotocol Label Switching (MPLS)
- SIP Trunking
- Telecom Audits
- Telecom Expense Management (TEM)
- Unified Communications