

# Subaru Chooses Cannon Group to Consolidate Providers and Save

Cannon Group has been helping Subaru of America manage their telecom costs since 2005. The relationship began with a contract negotiation and billing audit project that resulted in \$120K in realized savings for Subaru. Brian Simmermon, their CIO, understood the value of bringing in an expert like Cannon Group to help manage their telecom expenses and allowing his limited resources to focus on more strategic initiatives.

***"They're willing to modify their approach to support my specific challenges and organization, versus just having a standard concrete process and saying, 'Here's the process you have to follow.'"***

## CHALLENGE

Impressed with results from previous engagements, Subaru engaged Cannon Group for stewardship of their global telecom provider contracts. They were driven by the need to realize additional savings in telecom costs and reduce the amount effort required from their internal resources.

## SOLUTION

Post-merger, Cannon Group conducted a detailed assessment of Subaru's telecom environment including a local inventory review for all of Subaru's U.S. locations.

Once the data analysis was complete, Cannon Group renegotiated agreements with carriers, developed a wireless policy, and implemented stewardship services for their carrier contracts — including continued billing and account consolidation.

## RESULTS

The consolidation of accounts and providers and contract renegotiations resulted in a reduction in overall telecom costs of more than \$300K providing Subaru an ROI of almost 135 percent.

Since then, Subaru has renewed their Stewardship engagement with Cannon Group several times, and continues to find additional opportunities to expand the program.

*Founded in 1968, Subaru of America, headquartered in Cherry Hill, NJ, is the U.S. Sales and Marketing subsidiary of Subaru Corporation of Japan. The company markets vehicles, parts and accessories through a network of approximately 600 retailers across the U.S..*

