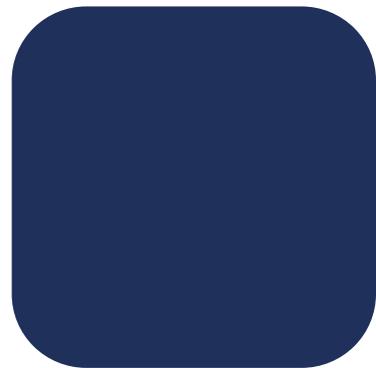
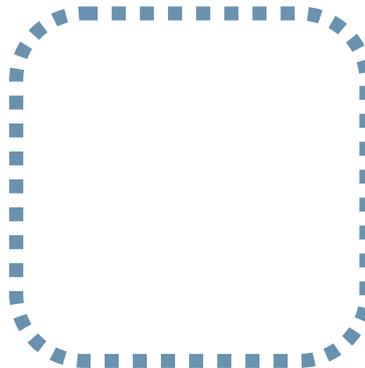
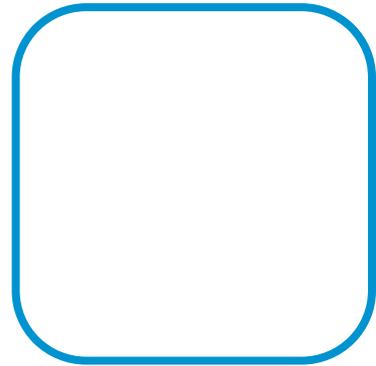


The Private Equity Advantage:

How Our TLO Methodology Maximizes the Potential of Your Portfolio

Market Brief



Introduction

Private equity firms are constantly seeking new ways to create value, improve EBITDA, and drive growth across their portfolios. While traditional levers like procurement, supply chain optimization, and workforce efficiency are well understood, one major area often goes unnoticed: **IT and connectivity services**.

Connectivity and network service costs are a significant but under-managed expense. For Fortune 500 companies, they account for an average of \$100 million in annual operating costs.

Without a proactive cost management strategy, companies can overspend by up to 12 percent for overcharges and missed rebates. These are not marginal numbers. They represent millions of dollars in potential savings across enterprises and small business alike.

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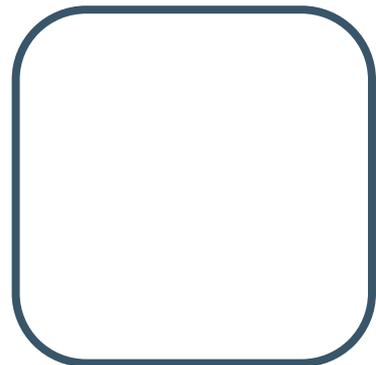
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The Untapped Opportunity in Connectivity Cost Optimization

The core problem is visibility and control. More than 60 percent of companies lack clear insight into their own connectivity infrastructure, and fewer than half have centralized their cost management processes.

**Up to
85% of
network
bills are
never
audited.**

*Source: The Aberdeen
Group*

Lackluster connectivity expense management procedures often lead to widespread billing errors and legacy services that go unchecked, wasting more than 38 billion dollars annually across U.S. businesses.

These issues are further compounded by poor customer experience across the industry.

The average Net Promoter Score (NPS) for telecom providers is just 31. This indicates low satisfaction and presents an opportunity to improve both performance and service outcomes for portfolio companies.



The Chaos of Connectivity



Mismanaged connectivity services are a problem that spreads well beyond the boundaries of the private equity sector. Unfortunately, many organizations around the world struggle with an outdated industry operating model that no longer fits today's business needs.

— — — — —



Traditional telecom consultants and service providers often lack objectivity, and, as a result, create more vendor dependency for their clients, but their biggest limitation lies in their inability to address and support the complete connectivity lifecycle.

Many modern connectivity advisory firms will be able to assess an enterprise's IT infrastructure to pinpoint areas of opportunity and improvement.

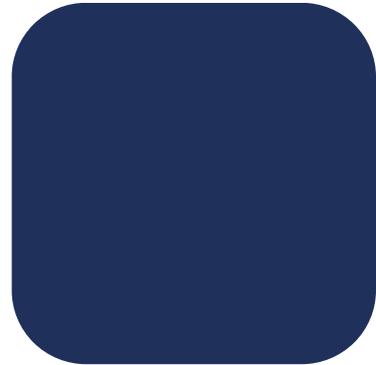
However, this assessment often focuses on one piece of the larger technology lifecycle puzzle, meaning that the client receives a plan of action solely for the design of their network or for the sourcing of their services, and not the implementation or ongoing lifecycle solution support.

Sadly, this common occurrence feeds back into the **typical pitfalls of connectivity mismanagement**, leaving companies right back where they started with disparate technology solutions, unclear recurring expenses, and little to no control over their IT ecosystem.

It is only by addressing the entire technology lifecycle that businesses and their private equity partners can truly optimize connectivity and control costs.

"We see so many companies that are unhappy with their telecom setup but have no way to fix it without causing more headaches for themselves and their teams. That is exactly why we founded Advantage over 20 years ago—to replace this broken, fragmented model with a holistic solution that actually works."

— David Gardner, CEO/Co-Founder, Advantage Communications Group



Technology Lifecycle Optimization



1. DESIGN

The technology lifecycle begins with architecting a resilient network designed and engineered to the client's unique needs as well as industry standards. This first step is vital, and must include a thorough review of the company's current connectivity infrastructure, along with detailed plans on how they will achieve an optimal future state.

2. SOURCING

There would, of course, not be any IT infrastructure without the technology solutions themselves. This critical component of the lifecycle is most influential in terms of connectivity service quality as well as cost efficiency. Finding the right provider(s) with the needed capabilities at the right price is never an easy lift and often too time-consuming.



3. INSTALLATION

Delivering and implementing a complex ecosystem of connectivity services is no small feat and requires the expertise of a skilled and attentive project management team capable of delivering services on time, on scope, and on budget with full transparency.



4. OPERATION

The hard work doesn't end when the new network solutions are installed. There will always be a need for ongoing service updates, moves, adds, changes, and disconnects, which must be resourced in an orderly fashion as part of every organization's post-live operations.

5. VALIDATION & OPTIMIZATION

So, you've got your IT services up and running smoothly, but do they accurately reflect the original service contracts you signed? Are you paying what you should be paying? Can you properly account for and allocate expenses properly, and at scale? Sadly, many enterprises lack these necessary insights across their network, with expense visibility obscured between multiple locations, business sectors, vendors, and service types.



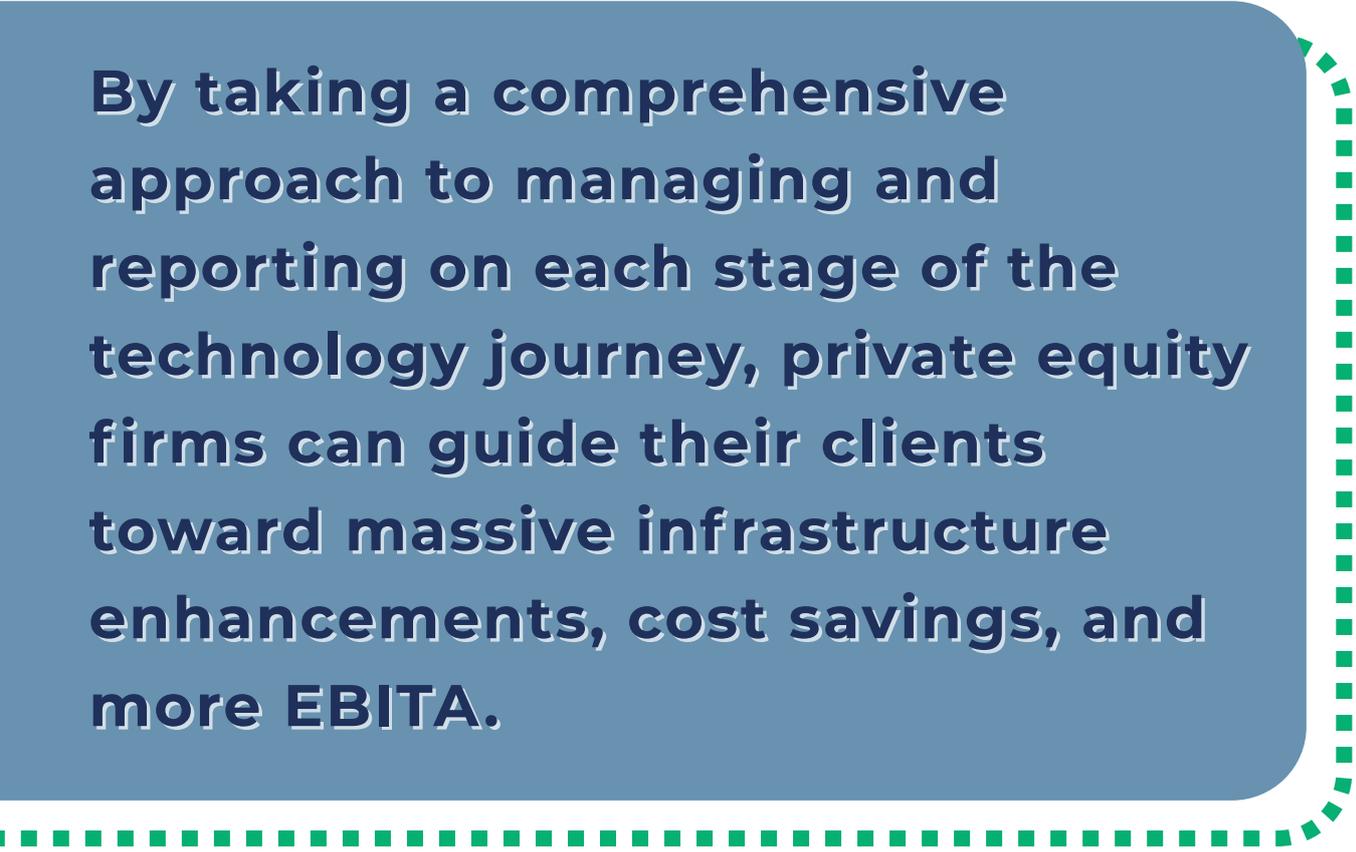
WHY TECHNOLOGY LIFECYCLE OPTIMIZATION MATTERS



Without centralized visibility, leadership teams have no hope of effectively managing their network and often pay a steep price for inactive, ineffective, underutilized, or inaccurate connectivity services. In short, they don't know what they don't know.

This is why true technology lifecycle optimization is so important for every organization.

By taking a comprehensive approach to managing and reporting on each stage of the technology journey, private equity firms can guide their clients toward massive infrastructure enhancements, cost savings, and more EBITA.



Use Cases



Increasing network performance and reducing costs are key goals that every company would be interested in pursuing, but we've seen particular success among our own clients in specific industries like manufacturing, healthcare, and retail.

Ramboll

This Danish-based architecture, engineering, and consultancy firm, Ramboll, benefitted from **new partnerships with local and regional providers in 35+ countries** to capture 36% in annualized cost savings that were immediately utilized to fund a full SD-WAN network upgrade.

Insurance Claims Company

Another enterprise plagued with limited network expense visibility, this insurance claims client **uncovered over \$2M in savings by disconnecting unnecessary services** thanks to our Technology Lifecycle Optimization MethodologySM.

JAG Physical Therapy

As a growing healthcare practice, JAG's network became increasingly complex to the point of repeated service shut-offs for missed payments. After optimizing their entire technology lifecycle, JAG now has a **single point of access to view invoices and expenses** for all 400+ of their active services.

Global Retail Brand

Following a comprehensive network assessment and the client's own selection of DIA, broadband, and ultra-high-band 5G service providers, **Advantage negotiated a 50% MRC savings on legacy contracts** to secure superior connectivity service at half the cost.

John Wiley & Sons, LLC

Frequent network outages, coupled with inadequate vendor support, were **difficult for Wiley's internal teams to manage across 80+ global offices**. Advantage's TLO methodology improved provider relationships and identified more efficient solutions that saved Wiley over \$3M in annual expenses.

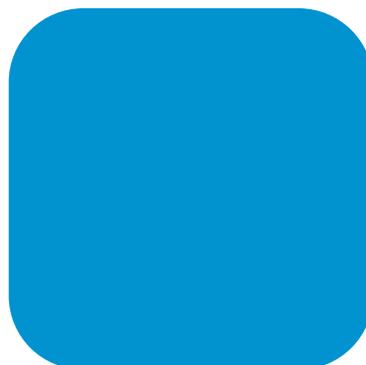
Food Packaging Supplier

Struggling with inconsistent service quality across 175+ locations, this client secured a stunning **576% Mbps increase while cutting monthly costs by \$10,000+** with superior connectivity solutions managed from start to finish by Advantage.

Highly Differentiated Business Model

One of the key drivers of Advantage's success is our unique business model that provides end-to-end lifecycle services at minimal to no cost to our clients.

Because we are compensated by the service providers, not our clients, organizations retain 100% of the connectivity cost savings we uncover.



Factoring in Favorable Market Trends

Demand for networking and connectivity services is growing exponentially across the globe.

Shifts in market dynamics require ongoing attention from PE firms to stay ahead of the competition.

- 
- \$1.4+ trillion market valuation per year with roughly \$700B spent on Connectivity and Transport
 - Tremendous growth with SD-WAN and SASE for superior connectivity solutions
 - Shift from Private IP and/or Layer 2 Underlay to DIA, Broadband and Wireless
 - Global ISPs are retreating from the global market, while in-country and regional carriers, aggregators, and resellers are advancing
 - Monumental gap for a convenient, flexible, and competitively priced “one-stop” global provider



The End Result



1. Cost Efficiency

The promise of lower connectivity costs is a sure-fire strategy for private equity firms to increase the performance of their portfolios. On average, **Advantage's Technology Lifecycle Optimization MethodologySM delivers 30% in hard-dollar savings** with 100% delivered directly to your clients.

2. Account Retention

Meet your portfolio clients' strategic goals with less effort by leveraging Advantage and the services of our experienced telecom professionals to function as an extension of your own team.



3. Margin Expansion

End-to-end lifecycle management is an enticing offer that makes it easier and less expensive for portfolio brands to do more business with you as their one-stop solution to all things connectivity.

Key Client Wins

- **20-40% cost savings**
- **Fully managed lifecycle support**
- **Complete telecom data visibility**
- **Detailed pricing analysis per location**
- **Superior operational, financial, and administrative efficiency**
- **25% shorter implementation timelines**
- **White-glove service migration and implementation**
- **Reduced operating risk**
- **Long-term partnership success and support**



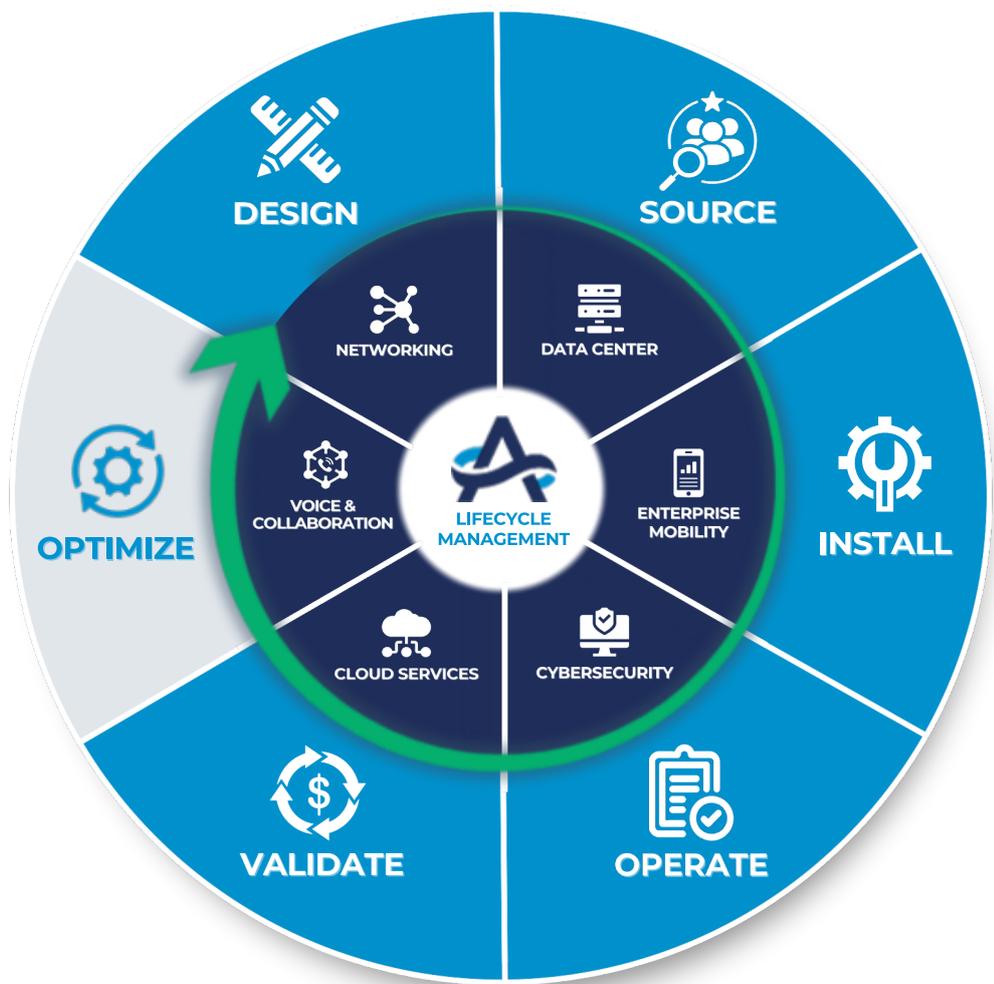
Conclusion

150+
Countries
Covered

800+
Partner
Providers

20-40%
Avg. Cost
Savings

Private equity firms deliver significant value at specific stages of the technology lifecycle, but gaining a true competitive edge lies in optimizing the entire journey, from design to expense validation, and everything in between.





"WORKING WITH LEADING PRIVATE EQUITY FIRMS HAS SHOWN US THE TRUE NEED FOR IT SERVICE OPTIMIZATION ACROSS THEIR PORTFOLIO COMPANIES. WITH ADVANTAGE MANAGING THE FULL TECHNOLOGY LIFECYCLE FROM DESIGN THROUGH VALIDATION, PE FIRMS CAN MOVE FASTER, REDUCE RISK, AND UNLOCK GREATER VALUE AT EVERY OPPORTUNITY."

— Steve Rome, CRO & Co-Founder, Advantage Communications Group



By partnering with Advantage, together, we can unlock greater value for your growing portfolio companies and accelerate your return on investment.

Let's Connect



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