

To whom this may concern,

It took some time before I felt comfortable with the idea that a cost reduction service such as the one offered by BottomLine Advantage could be of benefit to our organization. I believed we already had competitive pricing from our vendor and did not think there was room for further price reductions. However, after checking references I decided I should let BottomLine Advantage double-check our current rates.

Another concern I had was that our equipment vendor was also a customer of ours, so it was important that I could trust BottomLine Advantage to carry out their work in a courteous and professional manner. Not only did they operate in a very professional way, they also ensured that I retained control of all key decisions. I felt confident that I could maintain an acceptable level of control of the project as I knew there would be sign-offs after completing each phase of the project.


I judged the cost reduction project to be a success as the following results were achieved:

1. BottomLine Advantage's savings estimate, provided prior to project approval, was met. (We elected to continue doing business with our incumbent vendor and did so at a greatly reduced cost.)
2. Our incumbent vendor/partner was treated fairly during the project
3. The service level agreement that BottomLine Advantage helped us create is more comprehensive than our previous maintenance agreement. The clearly defined consequences, for failure to meet specific service commitments, allow us to hold our vendor accountable.
4. My staff and I did not have to put very much of our own time into this project yet maintained close control.

Now that I have been able to examine BottomLine Advantage's cost reduction system close-up I realize that it would have been practically impossible for us to achieve the same level of savings they did. BottomLine Advantage is a cost reduction specialist and in my opinion their success was dependent on a number of factors including; their industry knowledge, implementing a very effective system that incorporated the use of some well designed data gathering and processing tools. Additionally, it was an eye-opener in so far as the level of service that we could in fact reasonably request and receive from our vendor.

It is not often that I can say that I was delighted by the service that I received; however, in the case of BottomLine Advantage this was the case. I am pleased to recommend their services to you.

Regards,



Bob Engel
Regional Controller
Clear Channel Denver