

Success Stories

Nexstar (formerly Media General) cut communications expenses by 10% and improved pricing, aggregated billing and gained better visibility

Background

On January 11, 2017, the FCC approved the sale of Media General to Nexstar Broadcasting Group. The renamed Nexstar Media Group is a leading diversified media company that owns, operates, programs or provides sales and other services to 196 television stations and related digital multicast signals reaching 114 markets.

Nexstar, owner of over 24 daily newspapers, 275 weeklies, and 19 network affiliated television stations in addition to their related websites and portals, wanted better control over its fixed communications expenses. The company had 145 locations across the southeast and 2,000 mobile devices nationwide which generated 267 monthly invoices from varied carriers and contracts. It was difficult to track and manage because corporate had very little central visibility into their overall communications expenditures.

Challenges

Nexstar's large southeastern organization evolved to the point where each of its 145 locations were managing their local, long distance, mobile and data expenses in different ways. The resulting mix of contracts, carriers, devices and pricing agreements created multiple challenges for management. They wanted one central view into their telecom inventory, monthly spend, optimized rate plans, over-spending and process inefficiencies.

Environment

Industry

Broadcast & Digital

Primary Business

Television/Radio/Internet

What We Heard

We needed to gain visibility into our fixed telecom spending and Calero-MDSL helped us reduce annual expenses by 10 percent.

- Ross Putney, director of IT, planning and budget, Nexstar

Solution

When Nexstar's large fixed telecom carrier contract was up for renewal, Calero-MDSL applied their extensive industry expertise and customer benchmarking metrics to provide their current carrier a set of target expectations. Calero-MDSL was successful in renegotiating new terms with its existing carrier to create additional savings.

Beyond lost savings opportunities, Nexstar was struggling to effectively manage usage, inventory and repairs with almost 2,000 mobile devices across multiple divisions. Calero-MDSL evaluated the company's historical mobile data and implemented its proven process to optimize the various carriers, rate plans and pools. Many zero usage and idle devices were disconnected, giving immediate cost savings.

All bills come into the Calero-MDSL solution and generate one simple monthly bill containing a detailed allocation of all costs. This provides Nexstar clear insight into its fixed telecom spend and efficiently provides end-to-end invoicing to payment workflows.

Calero-MDSL simplified Nexstar's overall purchasing and payment processes and consolidated the myriad of diverse fixed telecom invoices into one efficient system. The gained improved visibility across the enterprise, more control and one centralized repository of telecom information. The savings realized by Nexstar have more than paid for the investment in Calero-MDSL solutions and they continue to realize additional benefits.

Results

By consolidating all of its varied carriers, rate plans and invoices into one central process, Nexstar gained better visibility into its fixed telecom landscape. With a centralized view of all telecom data, Calero-MDSL was able to assist them in managing its existing contracts, negotiating lower pricing, simplifying invoicing and saving money. As a result, Nexstar's invoice volume was reduced by almost half. With one carrier alone, it went from receiving 91 invoices to just one invoice. Nexstar now enjoys improved pricing, aggregated billing, better visibility and cost savings.

Calero-MDSL: By the Numbers

\$22B+

Annual technology spend under management

3000+

Clients with the largest, most complex global technology environments

100+

Countries deployed

3M+

Mobile devices

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