

# Beam Suntory Saves \$500K Annually in Mobile Expenses



Engagement with Tangoe Advisory Services Results in Nearly 50% Decrease in Mobile Spend

## Background

As the world's third-largest premium spirits company, Beam Suntory is "Crafting the Spirits Brands that Stir the World." Owned by Suntory Holdings Limited, Beam Suntory has a dynamic portfolio with unparalleled expertise in whiskey, including world leadership in Bourbon and Japanese Whisky, and strength across many key categories including tequila, vodka, cognac, rum, and cordials.

Headquartered in Chicago, Beam Suntory is the world's third-largest producer of distilled beverages, known from brands such as Jim Beam, Maker's Mark, Knob Creek, and others. The premium spirits brand has offices around the globe with locations in the United States, United Kingdom, Japan, Spain, and others. Powered by a highly mobile workforce, Beam Suntory set out to drive efficiencies and savings in their mobile spend.

## Simplifying and Addressing Mobile Spend Through Market Knowledge

Beam Suntory had previously engaged with Tangoe to manage telecommunications costs, and a foundation of trust had been

### Key Pain Points

Lack of market knowledge into most favorable carrier terms and rates

Large, global workforce

Inaccurate billing

### The Overarching Solution

**Tangoe Advisory Services:**  
Sourcing

### Outcomes

Reduction of mobile spend by nearly 50%

Annual cost savings of \$499,388

Optimized vendor and service mix

established. Sanjay Kirtikar, Director of Marketing IT and Digital Technology, reached out to Tangoe Advisory Services (TAS) to help optimize the value that IT provides through cost savings and greater efficiencies. As Beam Suntory's first choice, TAS was selected to assist with contract negotiations and improve the company's vendor and service mix for services in the United States.

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"It pays for itself and even more."

– Sanjay Kirtikar, Director Marketing IT and Digital Technology



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## The Tangoe Advisory Services Solution and Results

The project kicked off with an inventory of Beam Suntory's contracts, terms, and telecom services to establish an optimization plan. TAS examined service options and set target terms through marked knowledge of terms, rates, and carriers. Next, they mapped out a negotiation strategy and began consolidating the diverse mix of vendor contracts to achieve improved terms and ongoing savings. They were able to obtain significant credits from vendors for past inaccurate billing and deliver a cost savings of nearly one-half million dollars annually while improving operational efficiencies on an ongoing basis.

This engagement has allowed Beam Suntory to focus on their core competencies. Kirtikar mentions that it's nearly impossible to quantify the full value of freeing up time and effort to focus on its core competencies. In the future, Beam Suntory plans to simplify their billing process for mobile payments with improved chargeback to cost centers throughout the enterprise.

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### About Tangoe

Tangoe helps its customers grow their bottom line. Leading global brands rely on Tangoe to increase productivity, reduce costs, and drive predictable results. The company's technology solutions are the global expense management and mobility services standards for the world's greatest brands who believe, like us, people work smarter when technology works for them. Learn how technology can make you work smarter at [www.tangoe.com](http://www.tangoe.com).