Palace Entertainment cuts costs, saves time and boosts productivity with enterprise MPLS WAN optimization and telecom aggregation services from CDW.

**Palace Entertainment**

Based in Newport Beach, Calif., Palace Entertainment is a multiplatform entertainment company with 40 amusement parks under ownership and management, including retail, restaurant and concert operations. Its holdings include nature parks, animal parks and America’s oldest, traditional amusement parks.

The company is the largest operator of water parks and family entertainment centers in the nation. It hosts over 13 million visitors annually at its 40 locations in 11 states.

**The Challenge:**

*Increase WAN reliability and deal with separate, complex voice and data connections — offered by multiple legacy carriers — which were expensive and difficult to manage*

Like every organization, Palace Entertainment looks to eliminate cost overruns and increase efficiencies wherever possible. Several years ago, the company was using a legacy MPLS WAN network considered not sufficiently flexible, continuous and dependable for meeting communication needs.

More recently, the IT team at Palace Entertainment found itself dealing with voice and data, support and network design issues at the company’s properties. The core issue stemmed from the fact that the firm was dealing with a cadre of telecom service providers – over 35 individual carriers – across the enterprise.

“Some of our properties were managing telecom individually,” says Dan Vogt, executive director of IT at Palace Entertainment. “This led to inefficiencies.”

It also required the company’s corporate office to deal with billing amounts attributed to each individual service provider, track exactly what was being spent and to monitor cost overruns. Along with the inefficiencies of paying literally dozens of monthly invoices, Palace Entertainment noted inadequacies in telecom service.

To assist with these issues, Palace Entertainment called on CDW’s telecom services team.

The objective was to have the CDW team assist in a number of areas including:

- Reviewing MPLS WAN support and structure
- Providing a solution to consolidate local telecom service providers
- Achieving legacy Sprint MPLS service cost reduction
- Consolidate telecom service providers for enterprise-wide savings of 26 percent on a 36-month contract
- Cut monthly telecom invoices from over 100 to one
- Maintain one platform and centralized support for telecom services
- Reducing monthly telecommunication costs
- Adding manageability and efficiency to telecom services across the enterprise
The Solution:
Add layer of support to legacy MPLS WAN; assist with MPLS contract renewal for cost savings; consolidate local telecom providers with services from Access Point Communications to cut costs and improve efficiency

To enhance legacy Sprint MPLS services, Palace Entertainment added a layer of support and structure. “We are now managing circuits through a private cloud, thereby ensuring that the right WAN services are available,” Vogt says. The CDW team also assisted in negotiating the renewal and length of the Sprint contract, helping to drive down costs in the process.

To deal with the large number of Palace Entertainment telecom carriers, the CDW team recommended replacing individual companies with one contract from a single telecom provider. This type of telecom aggregation often results in substantial savings and enhanced service – especially when considering the costs of processing invoices.

According to the research and analysis firm Aberdeen Group, a traditional invoice costs anywhere from $28 to $34 to process. However, per Aberdeen, telecom invoices present unique challenges and cost anywhere from $63 to $70 to process.

CDW provided Palace Entertainment with a non-biased, IT consultancy vendor overview per the original RFP specs. The analysis identified the pros and cons of a number of enterprise service providers along with a pricing matrix. After careful deliberation, the firm selected Access Point Communications.

“’The consolidation gave us one company to call, one platform to manage and centralized support,’ says Steve Martinez, IT manager at Palace Entertainment. ‘In addition, we are saving somewhere in the vicinity of 26 percent on a 36-month contract’”

“Aggregation makes it possible to transform the telecom business model,” notes Brent Strombom, voice and data specialist at CDW. “What once emphasized horizontal services and carrier control of networks can now take a vertical focus that is more customer rather than carrier centric.”

The Results:
Dramatic telecom cost savings, simplified management, along with a more dynamic and reliable telecom network

By managing WAN circuits through a private cloud, renegotiating a legacy MPLS contract and consolidating telecom services with Access Point Communications, Palace Entertainment gained a number of substantial benefits including:

- Adding a extra layer of MPLS WAN support and structure
- Cost reduction of legacy Sprint MPLS services
- Enterprisewide telecom savings of 26 percent on a 36-month contract
- Reduction in telecom service monthly invoices from over 100 to one
- Enterprise telecom service under a single platform with centralized support

CDW Telecom Services
CDW is one of the largest telecom agents in the country, supporting hundreds of customers over the past decade. We work with more than 50 unique carriers and over 800 colocation facilities who offer a variety of telecommunication–related services including WAN, Internet, voice and hosting.

As a $10 billion company, coupled with the volume of telecom services we source for our customers, CDW is uniquely positioned to leverage and investigate the market on behalf of your business. CDW does not resell any service offerings. Rather we act as an agent with the ability to provide multiple partner options as well as aggressive price points and enhanced support to your organization.

Our in–depth understanding of the marketplace helps customers reduce costs, increase productivity and be a leader on the forefront of technology.

Areas of Focus:
- DATA: Metro and long-haul transit, MPLS, IPVPN, VPLS, VPWS, IP, CDN, dark fiber, point-to-point TDM, etc.
- VOICE APPLICATIONS: SIP, PRI, POTs, audio conferencing, enhanced voice services, hosted PBX/VoIP, etc.
- HOSTING SERVICES: Cloud computing, hosted email exchange, managed colocation, hosted voice solutions, etc.

Benefits of Using CDW’s Telecom Services:
- Multiple carrier designs and pricing
- Dedicated carrier resources – CDW has a dedicated person(s) from each carrier onsite for all levels of support – pre- and post- installation
- CDW voice and data spend contributes to customer’s overall CDW spend
- CDW customers save an average of 22 percent off their existing contracts

Contact your CDW account manager today to see what we can do for your telecom environment.