brightfin

CASE STUDY

CUSTOMER STORY · FIXED TELECOM MANAGEMENT

Their old TEM tool left them guessing. Now every circuit is accounted for.

How a consumer goods company took control of its fixed telecom estate with ServiceNow-native TEM, and is forecast to save $750K a year in North America.



FORECASTED ANNUAL SAVINGS · NORTH AMERICA

$750,000

SAVING NOW	FIXED LINES AT START	PLATFORM
$70,000/mo	20,000	Brightfin TEM

AT A GLANCE

INDUSTRY	THE PROBLEM	SCOPE	THE FIX
Consumer goods	No reports, no reliable inventory	20,000 original fixed lines	Native ServiceNow TEM, workflows & dashboards

THE CHALLENGE

A TEM tool that couldn't answer the basics.

The company was struggling to manage its fixed telecom services and inventory. Its previous TEM solution **couldn't generate detailed reports, manage orders efficiently, or keep an accurate inventory of telecom assets**.

WHAT IT WAS COSTING THEM

- Inefficiencies
- Guesswork in locating circuits
- Unnecessary expenses

FIXED CIRCUIT INVENTORY *Illustrative*

BEFORE Legacy TEM tool

CIRCUIT	LOCATION	STATUS
	???	UNKNOWN
	???	UNKNOWN
	???	UNKNOWN
	???	UNKNOWN

AFTER Brightfin, native in ServiceNow

CIRCUIT	LOCATION	STATUS
		VERIFIED
		VERIFIED
		VERIFIED
		VERIFIED

WHAT BRIGHTFIN DID

Put fixed telecom where the team already works.

01

Invoice automation

Brightfin's ServiceNow solution automates invoice processing, reducing manual effort and ensuring accurate cost allocation.

02

Order management

Robust workflows for orders and line disconnections ensured inventory accuracy and full knowledge of circuit locations.

03

Report generation

ServiceNow dashboards delivered clear insights, helping the team prioritize high-impact projects and make informed decisions.

> ***My team are ServiceNow gurus; whatever we can do in ServiceNow, we love it!***
>
> — SENIOR TELECOM DIRECTOR

THE RESULTS

Real savings. Real visibility.

A more accurate inventory and optimized order management translated directly into savings.

FORECASTED ANNUAL SAVINGS · NORTH AMERICA

$750,000

a direct result of a more accurate inventory and optimized order management.

CURRENT SAVINGS

$70,000 per month

FIXED LINES AT START

20,000 significantly reduced through visibility & consolidation

WHAT CHANGED

Financial savings

Forecast to save $750,000 a year in North America, with current savings reaching $70,000 a month.

Accurate inventory

Precise tracking of telecom assets, including a significant reduction in the original 20,000 fixed lines.

Automated workflows

Orders and line disconnections run on automated workflows, improving efficiency and accuracy and cutting time and effort.

Enhanced reporting

Clear, actionable dashboards make reports easy to generate, once a major pain point, and help prioritize high-impact projects.

COULD YOU ANSWER THESE TODAY?

3 questions your fixed inventory should answer

- ☐ Where is every circuit you're paying for?
- ☐ Which lines could be disconnected or consolidated?
- ☐ Can you pull a spend report without stitching spreadsheets together?

What's hiding in your fixed inventory?

Let Brightfin evaluate your carrier spend and show you what it's hiding.

Book a 15-min call →

Results reflect this customer's environment; savings vary by inventory size, carrier mix and contracts.

Want a quick estimate first? Try the Telecom Overcharge Calculator.

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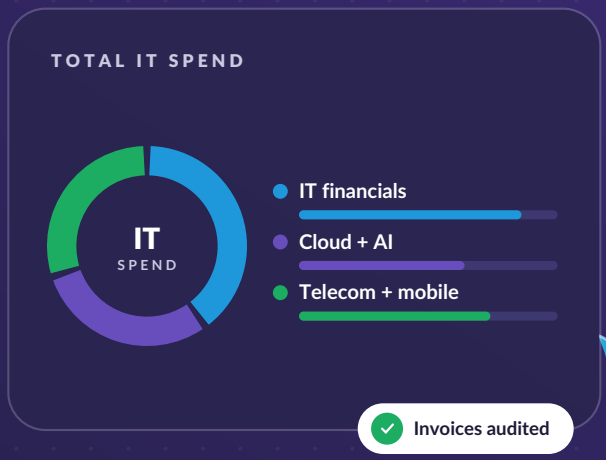
ITFM + FINOPS + TEM

See clearly. Spend better.

Total spend intelligence to plan, control, and prove the value of every technology dollar.



THE PLATFORM

Complete spend visibility

ITFM
IT Financial Management

Budget Clarity
Budgeting, workflows, variance, and forecasting

Cost Clarity
Cost modeling workflows, unit costs, and TCO

Chargeback Clarity
Chargeback and showback reporting

FINOPS
Cloud & AI FinOps

AI Clarity
Token-level AI spend governance

Cloud Clarity
Cloud spend ownership and allocation

TEM + MMS
IN THIS STORY
Telecom & Mobility

Telecom Clarity
TEM workflows, invoice Q&A, audit, and insights

MMS Clarity
MMS workflows, audit, and insights

WHY BRIGHTFIN

AI-native
First AI-native cost optimization

ServiceNow-native
Built in, not bolted on

Managed services
Experts deliver the results

Proven at scale
$14.8M in chargebacks on time

Let's talk.

See what Brightfin can save you.

Request a demo

brightfin.com/request-a-demo