



Spohn Consulting, Inc.

Alliance Company Overview

A telecommunications consulting firm improving client satisfaction in carrier services with \$0 fees

Spohn Consulting - What We Do

Spohn Consulting Inc. provides clients the time, tools and talent needed to lower costs, improve performance and increase competitiveness of their company with telecommunications services. Spohn clients implement technology from leading carriers faster, more easily, with lower overhead and with higher satisfaction than they ever have before.

Client frustration with the selection, installation and billing of telecommunications services in most cases is at an all time high. Limited IT resources; a barrage of services, technology and features to learn and choose from; and agonizing coordination efforts for installation. These are just a few of today's experiences that contribute to missed project deadlines, higher than expected costs, and lower than expected satisfaction in telecommunication service purchases. Spohn Consulting solves these problems.

In short, what Spohn does is make sure future technology and services on the front end are designed right, priced right, contracted right, ordered right, installed right and billed right. We do this ongoing for clients for each new project that may involve multiple services and orders. We also do this for single or multiple orders against existing service contracts.

Spohn Consulting Services

Spohn consulting services fall within five major categories: Customer Service; Needs Analysis; Service and Technology Selection and Design; Price, Contract and Order; Project Management and Installation; Billing Review, Credit and Adjustment and Stewardship.

These services are delivered through people, processes and tools that in effect become additional IT resources for clients.

Typically a hand-off is made at the back end of each new order to the service provider for lifecycle support. In many cases however, clients engage Spohn to provide ongoing lifecycle support services for moves, adds, changes, deletes and billing review.

Spohn services are deployed before, during and after the selection, contract and order of new telecommunication services. Customers retain their relationship with carriers and service providers for ongoing lifecycle management post installation and first bill review.

Spohn Consulting Fees

Spohn provides services to its clients on a No-fee and a For-fee basis.

- No-fee: There is no charge for Spohn consulting services when Spohn places service orders with telecommunications providers.
- For-fee: Spohn consulting services may be retained on a time and materials basis where the no-fee option may not apply.

Company History

Spohn Consulting, Inc. was founded in 1998 by Darren L. Spohn with corporate headquarters in Austin, TX. Mr. Spohn first conceived the idea of Spohn Consulting while he served as Vice President of Operations for Netsolve, Inc., now owned and operated as a division of Cisco Systems, Inc. Mr. Spohn experi-

Consulting Services

- Customer Service , Sales & Relationship Management
- Needs Analysis, Service & Technology Selection, & Solution Design (RFI)
- Solution Cost Analysis, Pricing & Contracting (RFQ)
- Project Management & Implementation
- Bill Review, Stewardship & Adjustment/ Credit Submittal



enced business' growing need for expertise to address the challenge of designing and deploying carrier infrastructure to support voice, data, video, database and other applications.

Spohn Consulting's first client was Alyeska Pipeline. Spohn designed and managed the deployment of a wide area network that served as core infrastructure for applications that managed the company's operations. Over the course of the design phase of the project Alyeska developed a strong level of comfort and trust in Spohn and made the company the lead project management team of the WAN project. Alyeska indicated that by doing this they solved many jurisdictional and political disputes among its employees and vendors saving it considerable time and money on the project.

Based on this success, Mr. Spohn created the Alliance division of Spohn Consulting to address the wireline and wireless needs of businesses. Spohn was engaged by other companies in the insuring years to design infrastructure using the latest technology of the day from Frame Relay/ATM, MPLS and Ultra-available Optical Ring. Spohn's areas of expertise broadened from its data roots to include voice, video, wireless, managed services, application hosting and many others.

During this time, the company also started two additional lines of business that continue to flourish and serve other client needs:

- A Security division of Spohn Consulting was launched to help business prevent losses due to security breach by identifying weaknesses in security controls with assessments, policy development, business continuity planning and related services. Spohn security services are now utilized by hundreds of businesses in the U.S. and are remarketed by several large carriers and distributors.
- Spohn Training, Inc. was launched to provide custom development and delivery of educational courses to businesses selling or deploying

network technology and services. The company's expertise today includes a tailored security awareness training curriculum and a proven sales effectiveness curriculum.

Spohn has consulted on projects for companies across 21 major industries. Clients include many well known brands such as Accenture, Booz Allen Hamilton, CDW, Dell Computers, Guess and Harte Hanks. Clients now span the ranks of leading small, medium and large firms across the United States.

Company Principals

Spohn Consulting attracts high caliber talent to deliver excellent customer service and value to its clients:

- **Darren L. Spohn, President & CEO**
Over 20 years of combined experience with NetSolve and MCI. Published four books on technology with McGraw-Hill.
- **Elisa Sheldon, CFO**
Over 20 years of combined experience in corporate finance, HR, recruiting and business administration at American Kiosk Management, Fresenius HemoCare, Lessen International and Electronic Data Technologies.
- **Ron Davis, VP, Consulting - Alliance**
Over 20 years of combined experience in customer service, consulting, marketing and sales of software, hardware and telecommunications technology throughout the U.S. and globally with Multi-Ad Services, Inc., Managing Editor, Inc. and others.
- **Steve Davies, VP, Consulting - Security**
Over 20 years of combined experience in information security, network management and networking at NetSolve and MCI, Mr. Davies holds CISA, CISSP and PCI QSA and QSV certifications as well as holds several patents on network management technology.
- **Peter Karavites, VP, Training**
Over 20 years of combined experience in educational assessment, development and instruction at AT&T and other consulting firms.

Industries Served

- **Business Services**
- **Business Services**
- **Defense Contractors**
- **E-commerce**
- **Education / Universities**
- **Employment Services**
- **Financial / Credit Unions & Banks**
- **Healthcare**
- **Hospitality**
- **Insurance**
- **Legal / Law Firms**
- **Manufacturing**
- **Oil & Gas**
- **Public Relations Firms**
- **Real Estate**
- **Retail**
- **Construction / Residential**
- **Software**
- **Sports Clubs**
- **Government / State**
- **Transportation**
- **Utilities**

For further information please contact our corporate office at 512.685.1000