

# Quality cost and information provider from Incisive Media

CLIENT:	Incisive Media
SECTOR:	B2B Information Provider
COST CATEGORIES:	Office Stationery, Printed Stationery, Electricity, Contract Cleaning, IT Hardware, Insurance

## THE CLIENT

Incisive Media is one of the world's leading B2B information providers, serving the financial and professional services markets globally. Bringing product provider and purchaser business communities together in print, in person or online, Incisive Media has an unquestioned reputation for delivering high quality, timely information in whatever format best suits its customers.

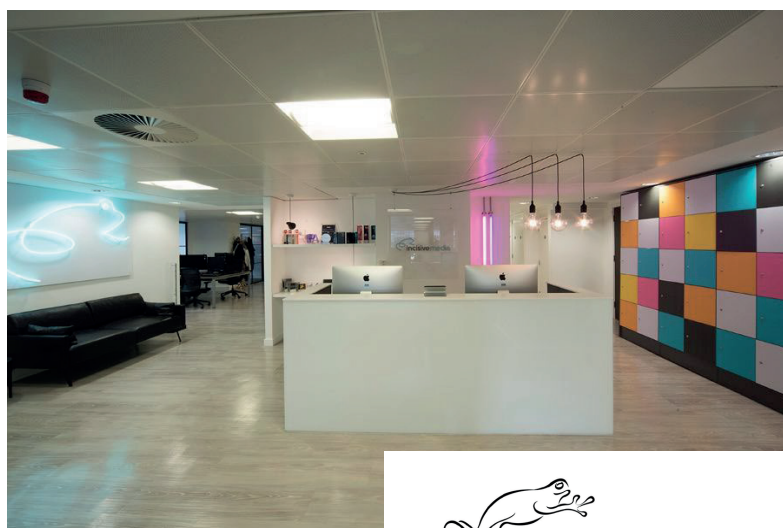
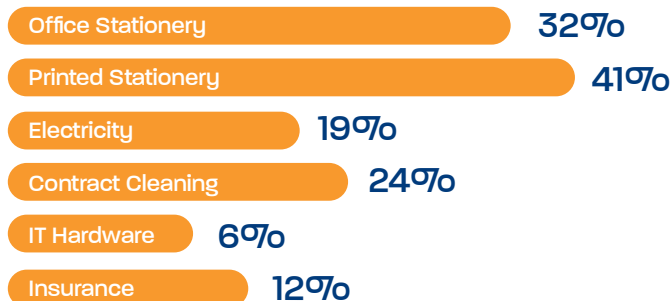
## THE CHALLENGE

Incisive Media had originally engaged Expense Reduction Analysts (ERA) in 2002. A successful relationship grew over several years, covering many different categories of expenditure. Over time, Incisive Media's business changed as they grew by acquisition, and ERA's main point of contact, Marc Hartog, moved into a different role within the business, thus causing a temporary suspension of the relationship.

In 2008, with the company more settled in its new structure, Marc Hartog, now Financial Director, decided that the time was right to reintroduce ERA's cost and purchase management programmes.

Marc Page, as Lead Consultant, brought in specialists from the ERA network to review and manage different categories of the company's expenditure: as well as Scott Ingham and Robin Hobbs overseeing Insurance, David Keating managed Office and Printed Stationery, Gwyn Williams analysed Electricity, Gareth Everson handled IT, Nigel Rosehill reviewed Communications, Charles Reid evaluated Couriers, Paul Davidson looked at Merchant Card Fees, and Page himself undertook Contract Cleaning.

## SUMMARY OF SAVINGS



"Having worked with Expense Reduction Analysts for over ten years now, I am very pleased with the service they provide and the savings they deliver. Indeed, I have recommended Marc Page and his team to many of my contacts in the industry."

**MARC HARTOG**  
FINANCIAL DIRECTOR, INCISIVE MEDIA

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“WE SEE IF THEY CAN DO BETTER. IN MOST CASES THEY CAN”

Marc Hartog explains his experience of the projects: “The whole process has worked very well. The savings are impressive and it’s good to feel in control, having a second pair of eyes going through the invoices, making sure that we are achieving value for the business. Both of our companies have changed a lot in the last ten years, but the principles of our relationship have remained the same.

“I am certainly not in the business of giving money away, so I have been quite clear with Expense Reduction Analysts that we will do all that we can internally to make savings, to renegotiate contracts, and so on. We then hand over the invoice history to Expense Reduction Analysts and see if they can do better! In most cases, they can, and then I am happy to share the difference. In the few where they can’t, it’s good to get a clean bill of health and the reassurance that we are getting the best possible deal.”

Expense Reduction Analysts pride themselves on their knowledge of each cost category and a methodology that prizes strong long term relationships over short term gain, striving for a win-win-win result for client, supplier and themselves.

“ELECTRICITY: LEVERAGING AGGREGATE BUYING POWER”

The validity of this attitude is borne out by the Utilities project, among others. Marc Page details the example: “Upon analysis of Incisive Media’s electricity buying, we discovered that there were a whole raft of different meters (partly due to the company’s acquisition of other businesses), with their contract anniversaries spread across a two-year period. This situation offered Incisive no opportunity to leverage their aggregate buying power. Over time, we worked to align all of these anniversaries so that we could go back to the market in a much stronger position.”

Contract Cleaning was another example of this flexible approach. Incisive were very keen to retain the incumbent supplier, who had provided a professional and congenial service across their two London sites. ERA were nevertheless able to achieve significant savings by working with the supplier, analysing the financial and physical structure of the contract, and ensuring that the expected productivity levels were maintained across the programme.

“OFFICE STATIONERY: A MOVING TARGET”

Office Stationery provided further evidence of the value of ERA’s approach. Having recommended that Incisive switch suppliers after the original analysis, ERA soon agreed with Incisive that the supplier relationship was not working. ERA’s involvement at every stage of the process meant that they were in a position to take the business back to the original supplier and renegotiate more favourable terms for Incisive.

Perhaps the ultimate proof that ERA are not out for short term gain came on the Communications and Couriers projects. Nigel Rosehill and Charles Reid, having analysed Incisive’s current buying patterns and price points, gave them a clean bill of health. Incisive therefore had the reassurance that they were purchasing as keenly as possible in these areas, without incurring any charge.

How would Marc Hartog sum up the benefit of ERA’s intervention? “The whole process has been very worthwhile. Where Expense Reduction Analysts find savings, these are usually significant. Where they cannot, it is good to know that our purchasing is absolutely on the right lines. They have done a great job all round.”

