

# Baker

## Distributing Company



**\$170,486**  
in total savings  
realized since  
day one.



Exceeded initial savings commitment  
of \$77k by more than 2x, with  
projections to achieve up to \$300,000  
in total savings by the end of 2026.



Established clear inventory visibility and lifecycle governance,  
reducing operational burden on internal IT resources.

## The Situation

Baker Distributing partnered with zLinq to bring structure and control to a telecom environment that had become increasingly difficult to manage.

As a leading distributor of HVAC, Refrigeration, and Foodservice equipment, Baker operates across a large, multi-location footprint where telecom plays a critical role in day-to-day operations. However, telecom management had become centralized around a single internal resource.

Steven Byers, Sr. IT Contract and Vendor Administrator, had to manage renewals, contracts, vendors, and invoices largely on his own. Over time, this created a growing operational burden and limited visibility into what services were active, what should be disconnected, and where costs were accumulating.

The environment became more complex following changes to their Voice strategy. Baker transitioned to Zoom for Voice, but legacy SIP circuits, OTT services, and related infrastructure were never fully decommissioned. As a result, unnecessary services continued billing month after month.

# Case Study

## Baker Distributing



### Challenges

- ✓ Limited visibility into telecom inventory and active services.
- ✓ Legacy SIP circuits and voice infrastructure still billing after migration to Zoom.
- ✓ Vendor delays in disconnecting services, extending unnecessary costs.
- ✓ Internal resource constraints with only a small IT team managing telecom.
- ✓ Lack of confidence in what services could be safely disconnected.
- ✓ Ongoing spend tied to outdated infrastructure.

### Solution

zLinq implemented Telecom Lifecycle Management to immediately establish visibility, control, and execution across Baker's telecom environment.

The engagement began with a comprehensive inventory audit, identifying active services, legacy circuits, and outdated infrastructure that were no longer required. This included legacy Lumen SIP circuits and VPN services tied to previous Voice applications.

Through this process, zLinq uncovered:

Services that should have been disconnected as far back as 2024

Ongoing monthly charges totaling \$4,740 per month

Additional unnecessary spend of \$3,060

zLinq acted as an extension of the IT team, executing the full disconnect process on Baker's behalf. This included navigating vendor resistance, as certain providers delayed disconnections due to internal incentives tied to retaining services.

### Pro tip:

*This happens all the time with carriers, and if you're not watching, it may happen to you. It's not in the carrier's best interest for proactive management to ensure you're being serviced properly.*

### In parallel, zLinq:

- ✓ Delivered a structured savings roadmap.
- ✓ Provided Staff Augmentation services to handle vendor coordination and execution.
- ✓ Began advising on a future-state Voice strategy.
- ✓ Supported procurement efforts, including DIA circuit sourcing through a channel partner.



## Results

zLinq's Telecom Lifecycle Management approach delivered immediate and measurable impact:

- \$170,486 in total savings realized since day one.
- Exceeded initial savings commitment of \$77k by more than 2x.
- Eliminated unnecessary recurring charges tied to legacy infrastructure.
- Established clear inventory visibility and lifecycle governance.
- Reduced operational burden on internal IT resources.

With additional optimization initiatives underway, Baker is projected to achieve up to \$300,000 in total savings by the end of 2026.

## zLinq Advantage

Baker Distributing's situation is common across enterprise organizations. Telecom environments evolve through vendor changes, technology shifts, and operational decisions.

Without centralized Telecom Lifecycle Management, they become difficult to track, costly to maintain, and time-consuming to manage.

In Baker's case, the issue was not technology. It was visibility and control.

By implementing Telecom Lifecycle Management, zLinq provided:

- ✓ Full visibility across telecom inventory, contracts, and services.
- ✓ Vendor-neutral execution to remove unnecessary infrastructure.
- ✓ Operational support to extend internal IT capabilities.
- ✓ A structured approach to ongoing cost governance.

The result was not just cost savings, but a shift from reactive telecom management to a governed, scalable operating model.