

# CASE STUDY

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How RE Backoffice assisted America's largest provider of shared wireless infrastructure manage their active tower agreements better after a merger



The 6-month long project involved abstracting, standardizing and updating key data points from the tower licenses acquired as a part of the merger, into the client's database.

## WHO WAS OUR CLIENT?

The client was the nation's largest provider of shared wireless infrastructure, collaborating closely with wireless carriers, communities, governments, and local property owners to provide access to wireless telecommunication infrastructure. The client manages and provides telecom site services to approximately 40,000 cell towers comprising approximately 91,000 installations and has a key presence in all the major markets in the US, with approximately 71% of their towers located in the top 100 markets .

## WHAT DID THEY NEED?

The client had recently acquired another leading telecom company and approaches to managing the active tower license agreements were very different between the two companies. The client wanted the critical information in the licenses of the newly acquired company to comply with its existing approach. The client already had a database and were expanding it to include key data points from the newly acquired licenses. These key data points related to the licenses acquired as a part of the merger had to be abstracted and updated in the client's database. The key data points included accurate information about the validity of the communication tower permits and information on the expiration and renewal dates of the licenses related to the communication towers located across the United States.

### **This was accomplished in two phases, each phases treated as a separate phase:**

- First, where they wanted 10,000 cell tower permits analyzed, abstracted, verified and updated in their native cell tower permit management platform and;
- Second, they wanted RE BackOffice to abstract 10,000 cell tower licenses and their related service level agreements. The timeframe for the first project was 90days, while the second project was to be completed in 5 months.

# PROJECT HIGHLIGHTS

## How RE Backoffice added value to the client

- RE BackOffice deployed a team of 50 experienced lease analysts on the project
- For ease of communication, there was one dedicated project manager who acted as a single point of contact for the client. In their absence, a dedicated assistant project manager took over the role to ensure the project progressed smoothly, without deviating from the desired quality and timeline
- To ensure the client's quality goals are met effectively, RE BackOffice put an objective, 3-tier quality control process which had a team of senior analysts verifying 100% of the output
- The documents provided by the client weren't organized as per the cell-tower sites. As a part of the document management optimization process, RE BackOffice scrutinized each document to identify the cell-tower it represented and uploaded them in the client database for the concerned business unit
- RE BackOffice custom built ad at a platform to suit the specifics of the client's project. This platform consisted of all the data fields that the client required abstracted
- RE BackOffice's team would update the abstracted data onto the platform which then allowed them to export the abstracts as a single excel file—the way the client wanted
- RE BackOffice also identified the patterns linking the Master Level Service Agreements (MLAs) to the Service Level Agreements (SLAs) which played a key role in shrinking the timeline of the project by almost 30%

# END RESULTS

**RE BackOffice successfully completed the project within the said timeline and with 100% accuracy and helped America's largest provider of shared wireless infrastructure,**

- Proactively conduct analysis on upcoming renewal options and/or final term end dates and respond in a timely manner with the potential to prevent unforeseen future terminations
- Ensure customer retention and satisfaction
- Communicate accurately and efficiently with their customers
- Anticipate change and associated short/long term impacts and take the necessary steps well in advance
- Organize their cell-tower licenses, permits and other related documents better, which, in turn improved their overall operational efficiency on the lease management front

## ABOUT RE BACKOFFICE

RE BackOffice is a premier provider of lease abstraction, administration, CAM reconciliation and account payables and receivables management services. A global boutique firm, we provide high-quality services to top-tier clients across industry verticals, covering every type of lease and on any lease platform. All projects are performed in-house. We are proud to be a trusted partner, for 18+ years, to leading retailers, REITs, property owners/managers, and corporate accounts seeking a strategic advantage. Whether abstracting a portfolio of leases or providing comprehensive lease administration, RE BackOffice is dedicated to consistently delivering high-quality services and optimal ROI to our clients.