

# JCMUA

How Applied Consulting secured over \$34,000 and \$7,000 per month in savings for a commercial property management company.



## OVERVIEW

JCMUA, a commercial property management company needed to deal with what they perceived were water leaks in their system, causing excess consumption, which was costing the company money. They contacted Applied Consulting Services, LLC for help.

## THE PROCESS

Our expert auditors conducted a point-by-point audit and we found and repaired one leak. When the meter still reported high consumption, we found two additional leaks causing the high rate of consumption.

We also discovered that the meter was under reporting, leading one to believe the excess water use had stopped. We had the meter replaced by JCMUA, and then discovered high water consumption once again.

Using leak detection technology to find two more underground leaks in the parking lot and under a drive-up pad at a Wendy's store. We acted as GC., and hired the contractor to excavate the leaks, and a plumbing company to repair the leaks.

## THE RESULTS

The leak repairs and meter replacements brought the consumption costs down to less than half the cost they were prior to our engagement with the mall owner.

That reduction in turn brought monthly billing down from an average of \$9,600 per month to \$2,500.00 per month.

We also secured a \$34,000.00 refund for excessive consumption that was due to the leakage.



***This single audit resulted in a refund of over \$34,000 in savings for our client, the strip mall owner ,and an additional \$7,200 per month in utility cost savings.***

# Kyocera Document Solutions

How Applied Consulting secured over \$300,000 in savings for Kyocera



## OVERVIEW

Kyocera Corporation, a multinational ceramics and electronics manufacturer, has 25 offices in the US, with its US headquarters in New Jersey. They hired Applied Consulting Group to review and improve their telecommunications nationwide.

## THE PROCESS

We conducted a rigorous telecommunications audit, including:

- A review of all bills to determine errors, overcharges, and redundancies
- Secure refunds and credits where appropriate
- Provide consulting services to move a portion of their servers to the cloud

## THE RESULTS

Our auditors conducted a point by point audit, resulting in:

- Secured a \$72,000 refund from AT & T for overcharges at Kyocera's California branch, reducing the monthly bill at that one office by \$2,800 per month.
- Negotiated a new 3-year contract with AT&T for 6 US branch offices, reducing their monthly bills by \$11,000 per month, nearly a 50 percent savings.
- Selected a third-party electricity supplier for Kyocera's Texas office, reducing their monthly bill by \$4,000, one-quarter of their previous bill.
- Discovered that PSE&G had not provided the correct tariffs for Kyocera's headquarter office, and we recovered a credit of over \$25,000 and reduced their monthly bill by \$1,200, saving the company roughly \$20,000 per year.

***This single audit resulted in over \$300,000 in savings for Kyocera including refunds and restructured contracts.***

# APPROACH

- **Testing Content was Essential:** Leveraging Network's direct sponsored content feature to launch ads let us test 10 ad units to optimize the best posts before sending them live.
- **Well-Rounded Targeting:** Network's premium professional targeting let us reach 5 unique groups focused on social marketing, along with similar groups that exponentially increased our reach.
- **Beyond Mobile:** We made sure to optimize content for mobile, but also desktop.
- **Multifaceted Earned Tracking:** Short-links in our ad copy to track multi-layered activity (beyond the first click), social sharing and conversions.

## RESULTS



**42%**

under CPA  
(cost-per-action) Goal



**21%**

conversion  
rate in 2020



**162**

conversions tracked  
across all interactions

## CONCLUSION

To transform quality content into quality leads, B2B brands need access to a premium, relevant audience to which content can be tested (and retested).

Attribution is also crucial, giving marketers the ability to measure the 'virality' of their ads, and how it translates to the conversions they receive.

Vortex Co. has combined these elements to help countless Fortune 500 companies see marketing and business success.