ASM GLOBAL · VENUES, SPORTS & ENTERTAINMENT

$3M saved and risk coverage rebuilt across 300+ venues

A global venue management company standardized security and cleaning agreements across its portfolio, cutting cost while raising liability coverage and service levels.

$3M	500%	$25–28M	300+
savings from new contracted rates	increase in liability coverage	umbrella coverage, from ~$4.5M	venues covered by new standards

BASELINE

ASM Global manages more than 300 venues worldwide. It had recently built a procurement department, but the team was not yet at the scale its portfolio demanded. Security and cleaning, two of the largest facility management categories, had accumulated venue by venue. Rate structures varied, risk and insurance terms followed each vendor's standard paperwork rather than ASM's, and there was no consistent way to measure whether service levels were being met.

WHAT WE DID

- **Normalized the rate structure** across the portfolio so the same service could be priced and compared venue to venue.
- **Set ASM's own risk management standards** into every contract, replacing vendor-standard terms.
- **Negotiated substantially larger umbrella coverage**, from roughly $4.5M to a $25–28M standard.
- **Built in growth incentive rebates**, so portfolio expansion returns value rather than simply adding spend.
- **Defined specific KPIs** to measure and manage the services delivered.

IMPLEMENTATION AND ADOPTION

New terms only create value if the organization can hold suppliers to them. We implemented a quarterly business review process and SLA terms tied to the KPIs, giving ASM a repeatable rhythm for reviewing supplier performance and a contractual basis for acting when it slipped.

VALIDATED RESULT

- **$3M in savings** from new contracted rates.
- **Liability coverage increased fivefold**, with ASM's risk standards applied across all contracts.
- **Service levels measured** through defined KPIs and managed through the QBR and SLA framework.

The work left ASM's growing procurement team with contract standards, KPIs and a review process it could apply to the next category without starting over.

SERVICES · ASSESS · EXECUTE · SUSTAIN

Every number here was validated with the client. Read the full case study and the rest of our work at **s2vadvisory.com/projects**.

Book a Quick 15 to talk through whether the same approach fits your spend: **s2vadvisory.com/contact**.