

INTERNATIONAL HIGH-END RETAILER

Negotiating Multi-State Network MSA to Reduce Termination Exposure & Strengthen Service Accountability



Industry

Retail, E-Commerce & Multi-State Brick-and-Mortar Operations

Services

- Master Services Agreement (MSA) negotiation
- Integrated multi-state network contract
- Early termination fee (ETF) reduction
- Chronic outage protections
- Account management & service governance provisions
- Dispute resolution & wrongful ETF recovery

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Bronston Legal is the trusted counsel of choice for MSPs, service providers, channel partners, and their customers nationwide.

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Challenge

A high-end international retail chain was negotiating its first Master Services Agreement for a multi-state network supporting dozens of store locations. The proposed agreement included aggressive early termination fees, weak chronic outage protections and limited provider accountability.

Key risks include:

- Excessive ETF exposure across locations
- Limited remedies for recurring outages
- Weak service governance and escalation controls
- Potential stranded costs if deployment failed

For a premium retail brand reliant on stable connectivity for POS, inventory, security, and customer experience systems, network instability created serious operational and reputational risk.

Solution

Bronston Legal renegotiated the retailer's initial MSA to rebalance risk, reduce ETF exposure and strengthen outage and governance protections. When the provider failed to secure required last-mile connections, the firm executed a non-performance termination strategy, eliminating ETF liability and recovering wrongfully imposed charges.

Result

The retailer secured a stronger service agreement with reduced financial exposure, improved governance controls, and enforceable operational protections across its multi-state network. When the provider failed to deliver critical last-mile connectivity, Bronston Legal enforced the client's contractual rights, eliminating ETF liability and recovering credits for improperly imposed charges, ultimately protecting the retailer's infrastructure, preserving operational continuity and preventing substantial financial loss.