

CASE STUDY

LARGE FINANCIAL INSTITUTION

Negotiating SD-WAN & PTP Network MSA for 400+ Branches
While Reducing Financial & Performance Risk



Industry

Banking, Financial Services & Multi-Location Enterprise Networks

Services

- SD-WAN & Point-to-Point (PTP) MSA negotiation
- Multi-branch network contracting
- Monthly Recurring Charge (MRC) credit negotiation
- Early termination fee (ETF) reduction
- Chronic outage & SLA restructuring
- Annual spend commitment risk mitigation
- Dispute resolution & credit enforcement

CONTACT US

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

Reach out today to learn more about how we can help you.

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Challenge

A large bank holding company was negotiating a complex SD-WAN and Point-to-Point (PTP) Master Services Agreement covering 400+ branches and ATMs, with substantial annual spend commitments, significant ETF exposure and limited chronic outage protection.

- Substantial shortfall payments tied to aggressive annual commitments
- Weak chronic outage protections across mission-critical locations
- Significant ETF exposure on branch and ATM circuits
- Limited accountability for installation delays

For a regulated financial institution reliant on secure, uninterrupted connectivity, any service instability or financial misalignment posed operational, compliance, and reputational risk.

Solution

Bronston Legal led negotiations of the SD-WAN and PTP MSA, securing meaningful MRC credits tied to installation commitments, reducing and capping early termination fee exposure, strengthening chronic outage remedies and lowering annual spend commitments to mitigate shortfall risk. When the provider later failed to meet installation deadlines and denied agreed credits, the firm structured a formal dispute strategy, recovered wrongfully withheld credits and negotiated additional reductions in annual commitment exposure.

Result

The bank secured a materially stronger network agreement protecting more than 400 locations while significantly reducing financial exposure. Through strategic negotiation and decisive enforcement, Bronston Legal ensured accountability for installation timelines, credit obligations, and long-term performance standards.

The engagement delivered improved contract economics, reduced ETF and shortfall risk and enforceable service protections safeguarding the institution's nationwide infrastructure.