



## NEWS RELEASE

### **Veramark to Host Telecom Expense Management Webinar**

*Guest speaker Hyoun Park, Research Editor with the Aberdeen Group, will share strategies for balancing telecom expense reduction with corporate demand*

**Pittsford, N.Y., February 23, 2009** — Veramark Technologies, Inc. (VERA.OB), a leading provider of [Telecom Expense Management \(TEM\)](#) solutions, will present a complimentary Webinar entitled *Balancing Telecom Expense with Corporate Demand* on Tuesday, March 3, 2009. The Webinar will explain how organizations can optimize their telecom strategies to deliver maximum capabilities at minimum cost. The featured guest speaker, Hyoun Park, is Research Editor in Aberdeen Group's Technology Markets Group and a widely recognized expert in Telecom Expense Management (TEM).

"We are excited to be working with Mr. Park on this Webinar," said Josh Bouk, Veramark Vice President of Customer Services. "The Aberdeen Group is an independent authority on telecom expense management and optimization and Mr. Park's knowledge and insights are highly regarded. Mr. Park understands the challenges of reducing telecom spend without cutting into capabilities. The Webcast is generating tremendous interest; space is limited and we strongly recommend early registration."

The Webinar will explore the strategies, internal capabilities, and technologies that organizations have used to successfully reduce telecom and network expenses by 10, 20, or even 30 percent, while maintaining the operational functionality and collaboration that their business demands.

"Veramark is an innovative leader in the telecom expense management market; their solutions help organizations implement the TEM best practices Aberdeen has identified in our industry research," said Park. "I am happy to partner with Veramark in educating the enterprise through this informative Webinar. Attendees will gain actionable information that they can apply directly to their business to generate value."

Veramark telecom expense management solutions include software and services for Sourcing Management, Ordering and Provisioning Management, Invoice Management, Inventory Management, Usage Management, and Dispute Management. When deployed as a managed service, a Veramark solution can be entirely self-funding (paid for out of realized savings).

"This Webinar will show how everyone in the enterprise can benefit from the value of TEM," said Park. "C-level executives, finance officers, and directors and managers in telecom, IT, and procurement should all consider attending this valuable Webinar."

The Webinar will cover:

- Strategies to achieve hard and soft dollar telecom savings
- How Aberdeen's Best-in-Class (BiC) and PACE (Pressures, Actions, Capabilities, and Enablers) methodology identifies superior performance
- The profile of the BiC maturity model for telecom expense management
- Changing macro business pressures driving awareness of telecom expenses
- BiC vs. Laggard strategies for successful telecom expense management
- Internal processes and organizational changes that slash telecom costs
- Technologies that can supplement or eliminate time-consuming manual tasks

The Webinar is scheduled for Tuesday, March 3, 2009, from 1:00-2:00 PM Eastern Time. To register, please visit <http://www.veramark.com/telecom-expense-management/Webinar/>.

## **About Veramark Technologies, Inc.**

Veramark is a leading provider of communications management solutions that help organizations gain visibility into their communications networks and reduce expenses associated with their voice, data, and wireless services and infrastructure. Veramark solutions, which include software and services for [Telecom Expense Management \(TEM\)](#), provide business intelligence for managing complex unified communications networks on a global scale. For more information visit [www.veramark.com](http://www.veramark.com).

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### **Veramark Media Contact:**

Denise Chapman, Director of Marketing  
Tel: 585.383.6883  
eMail: [dchapman@veramark.com](mailto:dchapman@veramark.com)