



## NEWS RELEASE

### **Veramark CEO to Present Business Benefits of Telecom Expense Management at CFO Rising Conference**

*Leading telecom expense management provider to discuss how finance executives can reduce telecom and IT spend without cutting services*

**Pittsford, N.Y., March 2, 2009** — Veramark Technologies, Inc. (VERA.OB), a leading provider of [Telecom Expense Management \(TEM\)](#) solutions, announced today that Veramark President and CEO, Tony Mazzullo will present the business case for telecom and IT expense management at the 16<sup>th</sup> annual CFO Rising conference hosted by CFO Magazine. Mazzullo will deliver his educational workshop, **"Improve the Bottom Line by Reducing Telecom and IT Expenses – Without Cutting Services,"** at the conference on Monday, March 9, 2009.

"With the financial crisis that the world is experiencing today, CFOs face some tough choices," said Mazzullo. "They need to cut expenses without compromising competitive advantage. Telecom and IT expense management programs help CFOs to significantly reduce telecom and IT spend without reducing capabilities for collaboration, communication, and productivity."

The growing cost and complexity of telecom technology and services have made business communications one of the top five expenses for most organizations today – and a new target for corporate cost-cutting efforts.

"CFOs are looking for new ways to improve the bottom line. The corporate voice, data, and wireless networks offer a wealth of opportunities for expense reduction," said Mazzullo. "Telecom and IT expense management can reduce communication costs by 10, 20, or even 30 percent while maintaining the services and operational functionality that companies need to compete effectively in today's challenging business climate."

Workshop attendees will learn what telecom expense management is and why it is an essential cost control strategy to improve the bottom line in today's economy. They will come away from the workshop knowing what steps to take – and what to look for in a telecom expense management provider – to find a solution that will generate rapid ROI and maximum long-term savings.

"The telecom and IT networks have not traditionally been targeted for cost cutting," said Mazzullo, "but with the growing cost of these networks – and current economic pressures – CFOs are discovering the power of telecom expense management to significantly reduce expenses and improve the bottom line."

Veramark solutions include software and services for telecom and IT sourcing, ordering and provisioning, inventory, invoice, usage, and dispute management. These solutions can generate positive ROI in less than one year of operation, and can be entirely self-funding when deployed as a managed service.

The CFO Rising Conference provides educational and networking opportunities for top finance executives from around the country, it will be held March 8-11, 2009 at the Omni Orlando Resort at ChampionsGate, Florida. For more information visit <http://www.cfo.com/conferences/cforising2009/>.

**About The CFO Group**

**CFO magazine, CFO.com, CFO Conferences, and CFO Research Services** together constitute **The CFO Group**, an Economist Group business. With a rate base of 450,000, *CFO* magazine is the leading business publication for C-level and senior finance executives, and provides a close-to-the-customer connection that extends across all business lines. The CFO Group also reaches an international audience of corporate leaders with its global group of magazines, including *CFO Europe, CFO Asia, and CFO China*. For more information, visit <http://www.cfo.com>.

**About CFO Conferences**

**CFO Conferences** produces educational and networking conferences and exhibitions for senior finance executives. Speakers include the CFOs of major corporations as well as thought leaders in management, strategy, and innovation. Attendees are primarily CFOs, VPs of Finance, and controllers from large and midsize U.S. corporations. For more information, visit <http://www.cfoconferences.com>.

**About Veremark Technologies, Inc.**

Veremark 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. Veremark 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.veremark.com](http://www.veremark.com).

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