



NEWS RELEASE

Veramark VP of Engineering and Operations to Discuss Business Intelligence for Telecom Expense Management at InAAU Conference

Presentation will help companies evaluate their requirements for business intelligence

Pittsford, N.Y., May 5, 2009 — Veramark Technologies, Inc. (VERA.OB), a leading provider of [Telecom Expense Management](#) (TEM) solutions, announced today that Tom McAlees, Veramark's Vice President of Engineering and Operations, will present "**A Conceptual Framework for Evaluating Business Intelligence Technology for Telecom Expense Management**" at the 2009 annual conference of the International Alliance of Avaya Users (InAAU). The InAAU conference will be held from May 17 – 21 at the Gaylord Palms in Orlando, Florida. McAlees will deliver his educational presentation on Sunday the 17th and Wednesday the 20th.

"The rapid evolution of communications technology, corporate IT and telecom networks are becoming increasingly costly, complex, and difficult to manage," said McAlees. "Veramark is a leading provider of expense management solutions that save our customers up to 30 percent on their IT and telecom costs," said McAlees.

McAlees' presentation will review the value of telecom expense management for organizations in today's economy, and the impact it can have on reducing expenses and improving the bottom line. He will discuss the importance of call accounting and key components of telecom expense management and how they work together to optimize telecom usage and maximize savings. Finally, he will explain the role of business intelligence (BI) in telecom expense management and why it is so important.

"There's a lot of hype about BI today, to select the right business intelligence solution organizations must fully understand their requirements, the software capabilities, and the support they can expect from their telecom expense management vendor. My presentation proposes a Business Intelligence Maturity Model that will help organizations choose a solution that delivers maximum value for users at all levels of the enterprise."

Veramark provides TEM solutions for sourcing, ordering and provisioning, inventory, invoice, usage, and dispute management, including [business process outsourcing](#) (BPO) services for turnkey TEM implementations. VeraSMART, Veramark's TEM-enabling technology, features advanced capabilities for reporting, dashboards, and analytics.

"We want our customers to be successful, and that means providing the information they need to choose the right TEM BI solutions," said McAlees. "Early adopters will reduce expenses, optimize business processes, and gain significant competitive advantage—and that's especially important in today's economy."

McAlees will deliver his presentation (session code 1301) at the Gaylord Palms on Sunday, May 17, at 3:20 p.m. – 5:20 p.m. in the Destin 1 room, and on Wednesday, May 20, 4:00 p.m. – 5:00 p.m. in the Naples room. For more information on the InAAU conference, schedules, and sessions visit <http://www.inaaau.org/Conference>. For more information on Veramark's presentation, visit <http://www.veramark.com/Library/Associations/InAAU/>.

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) and [Business Process Outsourcing](#) (BPO), provide business intelligence for managing complex unified communications networks on a global scale. For more information, visit www.veramark.com.

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