



## NEWS RELEASE

Veramark Offers Call Accounting Software Free to Cisco Customers and VARs  
*Industry-leading Veramark call accounting software is available at no cost to qualified Cisco® Unified Communications 500 Series customers and VARs*

**PITTSFORD, N.Y., Sept., 22, 2009** – Veramark Technologies, Inc. (VERA: OB) today announced that [VeraSMART® Call Accounting](#) software licenses are available free to qualified customers and VARs using Cisco Unified Communications 500 Series solutions. VeraSMART Call Accounting helps organizations monitor users and communications network usage for compliance, security, cost management, and abuse.

Veramark's VeraSMART Call Accounting software, which is available through Cisco Community Central, enables qualified Cisco Unified Communications 500 Series customers or resellers holding Cisco Select Certification with designations in the U.S. to acquire a VeraSMART Call Accounting software license (valued at \$2,875.00 USD) at no charge. The VeraSMART® Call Accounting software supports up to 5 sites and 250 extensions.

Veramark's VeraSMART Call Accounting software gathers call detail records (CDRs) from the Cisco voice system and makes this information available for comprehensive analysis, reporting, and integration with other enterprise data sources. The VeraSMART Call Accounting software provides hard data for making informed business decisions that can help businesses drive expense reduction and cost avoidance, resulting in an increase in bottom line performance.

"Cisco is dedicated to delivering easy-to-use technology to help small businesses gain a competitive advantage and help partners best serve their customers," said Mark Monday, vice president and general manager, Small Business Solutions business unit, Cisco. "The integration between Veramark VeraSMART Call Accounting software and Cisco Unified Communications 500 Series gives small businesses and the partners that serve them the information needed to help make smart business decisions."

"The benefits of telecom expense management, including call accounting, are no longer exclusive to the enterprise and have quickly found their way into small and midsize companies," says Ken Kogut, vice president of business development at Veramark. "The combination of Cisco's voice solutions and Veramark's VeraSMART Call Accounting software brings tremendous value to our channel partners and their end user customers."

VeraSMART Call Accounting software can scale to the largest enterprise with tens of thousands of extensions at hundreds of sites, offering partners additional sales opportunities as customers' call accounting needs grow. VeraSMART Call Accounting allows organizations of all sizes to optimize the telecom network, improve productivity, control network abuse and misuse, and reduce telecom expenses. Veramark offers a wide range of support services and upgrades to customers on an on-demand basis. Cisco customers with larger Unified Communications systems can contact Veramark for more information at 585-383-6806 or [info@veramark.com](mailto:info@veramark.com).

Cisco Unified Communications 500 Series customers and resellers can acquire VeraSMART Call Accounting by visiting Cisco Community Central at <https://www.myciscocommunity.com/docs/DOC-7918>.

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**About Veramark Technologies, Inc.**

Veramark is a leading provider of scalable, integrated enterprise solutions for telecom and IT expense and performance management. Veramark solutions provide visibility into operational expenses and generate actionable [business intelligence](#) to help organizations reduce spend and optimize business processes. Veramark solutions, which include software and services for [Telecom Expense Management \(TEM\)](#) and [Business Process Outsourcing \(BPO\)](#), enable best practices 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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