



## NEWS RELEASE

### **Veramark Unveils Innovative Business Intelligence Solution for Telecom Expense Management**

*VeraSMART Performance Advisor helps reduce telecom expenses and increase productivity*

**PITTSFORD, N.Y., June 9, 2009** — Veramark Technologies, Inc. (VERA.OB), a leading provider of [Telecom Expense Management](#) (TEM) software and services, today announced the release of VeraSMART Performance Advisor™, a business intelligence solution for analyzing telecom expenses and generating actionable information that can help reduce costs and improve productivity.

“We worked closely with Veramark customers as we developed VeraSMART Performance Advisor and we are excited about the results. VeraSMART Performance Advisor allows our clients to prioritize actionable information and focus attention on opportunities to reduce expenses, increase productivity, and monitor against performance objectives,” said Mike Miller, Director of Data Architecture and Analytics at Veramark. “This advancement in our TEM capabilities reflects Veramark’s significant R&D investment and more than 25 years of industry experience,” said Miller.

VeraSMART Performance Advisor facilitates TEM cost-saving initiatives by providing multiple ways to analyze expense data collected and managed by VeraSMART® Communications Management Suite — Veramark’s TEM-enabling technology. VeraSMART Performance Advisor quickly summarizes the vast amount of data collected by VeraSMART using easy-to-comprehend analytic dashboards, charts, and graphs.

The VeraSMART suite helps businesses gain visibility into their communications networks and reduce expenses associated with their voice, data, and wireless services and infrastructure. VeraSMART provides a holistic view of all telecom and IT expenses – including costs associated with managing assets, work orders, wireline and wireless usage, and service provider invoices – and provides businesses with the TEM-enabling technology they need to control those costs more effectively.

VeraSMART Performance Advisor allows businesses to analyze expenses by organization (department, cost center, location, etc.), vendor, service type, and inventory type. It provides the ability for business units such as IT, finance, procurement, and individual departments to generate business intelligence that can quickly be acted on — maximizing the value of information from the supporting VeraSMART components, and drawing on complementary business applications such as enterprise resource planning, human resources, and supply chain management systems.

“VeraSMART Performance Advisor provides businesses with a lens into cost optimization, allowing them to analyze operational, financial, and performance data enterprise-wide,” said Matthew Lennarz, Veramark’s Director of Product Management. “This initial release of VeraSMART Performance Advisor focuses on expense optimization. Future releases will provide similar capabilities for analyzing inventory, labor, and usage associated with all telecom and IT spend, which currently represents 4% to 8% of revenue for most organizations.”

VeraSMART Performance Advisor will begin shipping on June 30, 2009. The VeraSMART suite is available for on-premise licensing, SaaS, BPO, and as an enabling technology through Veramark Telecom Expense Management Consulting Services. Contact Veramark for pricing information and details on the VeraSMART Performance Advisor add-on.

**To learn more about VeraSMART Performance Advisor:**

- Inquire about features, upgrades, and pricing contact Veramark at [info@veramark.com](mailto:info@veramark.com) or call 585-383-6806.
- Visit us on the Web at [www.veramark.com/Telecom-Expense-Management/Business-Intelligence/](http://www.veramark.com/Telecom-Expense-Management/Business-Intelligence/)
- To download the brochure [www.veramark.com/Data/Documents/Literature/VeraSMART-Performance-Advisor.pdf](http://www.veramark.com/Data/Documents/Literature/VeraSMART-Performance-Advisor.pdf)
- To view flash video [www.veramark.com/data/video/vpa.htm](http://www.veramark.com/data/video/vpa.htm)

**About Veramark Technologies, Inc.**

Veramark is a leading provider of scalable, integrated enterprise software and services 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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**Veramark Media Contacts:**

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