



## NEWS RELEASE

### **Veramark CEO to Speak at Upcoming ITFMA Conference**

*Tony Mazzullo will explain how to reduce telecom and IT expenses without compromising capabilities*

**PITTSFORD, N.Y., July 9, 2009** – Veramark Technologies, Inc. (VERA.OB), a leading provider of [Telecom Expense Management](#) (TEM) solutions, announced today that President and CEO Tony Mazzullo will deliver a presentation at the IT Financial Management Association's (ITFMA) "Financial World of Information Technology" Conference, being held July 13-17 at the Francis Marion Hotel in Charleston, South Carolina. Mazzullo's presentation, titled "**Improve the Bottom Line by Reducing**



**Telecom and IT Expenses – Without Cutting Services,**" will show how telecom and IT expense management can help reduce costs and optimize expenditures without limiting available services. Mazzullo will deliver his presentation at the conference on Friday, July 17, 2009 at 8:00 a.m.

"In today's economy, savings gleaned from telecom and IT expense management are low-hanging fruit in terms of corporate cost reduction," says Mazzullo. "My presentation at the ITFMA conference will share much of what we have learned at Veramark on how TEM and IT expense management programs help organizations spend less without sacrificing services. These programs can often be self-funding."

Veramark provides a wide range of software and services for expense management best practices, including VeraSMART<sup>®</sup> TEM-enabling software. Veramark's most recent addition to its product suite, VeraSMART Performance Advisor<sup>®</sup>, is a fully integrated business intelligence solution that summarizes and analyzes data collected by VeraSMART and presents it in easy-to-understand dashboards, charts, graphs, and in-depth analytics. Performance Advisor provides actionable information to help reduce costs and improve productivity. In his ITFMA presentation, Mazzullo will discuss how organizations can use "out of the box" business intelligence tools such as VeraSMART Performance Advisor to optimize telecom and IT spend and generate rapid ROI.

ITFMA is a national leader in the education of IT financial management professionals and the only recognized provider of certification in the various financial disciplines of IT financial management. "We're pleased to welcome Tony to the 2009 ITFMA conference being held in Charleston," said Terence Quinlan ITFMA Director. "The knowledge and experience about expense management that he can share with conference attendees has the potential to make a real impact on our members' companies."

**About IT Finance Management Association**

The IT Financial Management profession was founded when the IT Financial Management Association (ITFMA) was established in 1988. ITFMA is the only association dedicated to standardizing the principles and practices related to the financial disciplines and tools used to financially manage Information Technology (IT) organizations. ITFMA is the national leader in the education of IT financial management professionals and the only provider of certification in the various financial disciplines of IT financial management. Visit <http://www.itfma.com/>.

**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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