



## NEWS RELEASE

### Veramark Cited in Aberdeen Market Alert

*Incorporating Integrated Business Intelligence Seen as Positive Advance for TEM Solutions*

**Key Highlights:**

- **Industry analyst The Aberdeen Group cites pre-integrated business intelligence tools as necessary to maximizing TEM savings.**
- **Veramark's new VeraSMART Performance Advisor™ integrates business intelligence capabilities.**

**PITTSFORD, N.Y., June 29, 2009** – Veramark Technologies, Inc. (VERA.OB), a leading provider of [Telecom Expense Management](#) (TEM) solutions, was cited in a new market alert published by industry analyst Aberdeen Group. The new alert – “Veramark Releases VeraSMART Performance Advisor™ for Telecom and IT Expenses – evaluates Veramark’s new integrated business intelligence platform supporting its leading TEM solution.

Aberdeen researcher Hyoun Park concludes that organizations using some form of pre-integrated business intelligence (BI) product report a higher usage among line-level workers almost double that of organizations using products from third-party BI vendors. Veramark offers one of the industry’s only integrated BI suites, with the potential to save customers significantly more on telecom expenses and that can be easily used by the greatest number of employees in business units throughout enterprise organizations.

”Given that enterprises are more likely to use pre-integrated BI in enterprise applications and that these BI capabilities are capable of reducing telecom and other IT expenses, Veramark’s recent announcement of the VeraSMART Performance Advisor™ ... represents a useful set of integrated business intelligence tools that provide dashboards and other analytic reports to finance, procurement, and IT managers seeking to control costs and realize the documented savings associated with these expense management solutions” said Hyoun Park, research editor in Aberdeen’s Technology Markets Group. “Customers seeking to control telecom and IT spend should choose a [TEM] solution with pre-integrated BI in place.”

To review the entire market alert, you can download it from Veramark’s Web site at [www.veramark.com](http://www.veramark.com).

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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



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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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### Contact:

Karyn Price, Bailiwick Company for Veramark Technologies  
Tel: 609.397.4880 ext. 204  
eMail: [kprice@bailiwickpr.com](mailto:kprice@bailiwickpr.com)  
Twitter: @KarynSPrice