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For Immediate Release

Expense Management Firm Valicom Offers Webinar on Software Tools and Tactics to Contain Telecom & Wireless Costs

Valicom, a twenty year veteran of [telecom expense management](#), is offering a free webinar to show how best practices paired with cutting edge web-based software tools help control telecom expenses. "Plugging the Leak: How Software Tools and Strong Tactics Contain Telecom & Wireless Costs" will be held Tuesday, June 28 at 1:00 p.m. CST.

Madison, WI (June 7, 2011) As telecom complexity continues to escalate, with new devices and technologies arriving at a rapid pace, staying on top of costs becomes ever more difficult. All companies know they must spend money on telecom, but the looming unanswered question is often "how much are we wasting?" There are ways to find out. By increasing visibility and better understanding the environment, firms can often shave 10 to 30% off of their annual telecom budgets.

Jeff Poirior, COO of [telecom expense management firm](#) Valicom, says "Coming from an IT and telecom background, I find the old wisdom to hold true. They say 'You can't manage what you can't measure' and too few companies can answer the question 'How much are we spending on telecom, and where are we spending it?' By solving that fundamental problem, you can cut your telecom costs significantly."

The webinar will address key areas of fixed and wireless administration from inventory and change management to invoice auditing and payment. It will also showcase the newest cloud-based software technology and how it streamlines telecom administration, making your staff more efficient and facilitating partnership with a telecom auditing firm where needed. Many telecom management tasks can be handled in-house, but most firms want assistance with certain items. A central software tool makes collaboration easier, both between internal employees and with outside consultants or contractors. Come see how it can make a difference in your telecom expenses.

Join Valicom at 1:00 p.m. CST on Tuesday June 28th for the webinar by visiting www.valicomcorp.com. For further information on web-based Clearview telecom expense management software, visit <http://www.valicomcorp.com/Tool/telecom-expense-management-software.aspx>.

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About Valicom:

Valicom is a Madison, WI based telecom expense management firm founded in 1991 as a certified, 100% woman-owned business (WBE). Valicom offers a full suite of telecom cost control services including telecom audits, wireless optimization, RFP services, telecom contract negotiation, telecom invoice processing and payment. Services are delivered via Clearview, a web-based telecom expense, invoice and inventory management software. Clearview can be used either as a subscription software-as-a-service (SaaS) or as part of a comprehensive telecom audit outsourcing project. For more information, please visit www.valicomcorp.com.