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For Immediate Release

Telecom Expense Management Firm Valicom Celebrates 20 Years of Client Savings

Telecom auditing and expense management firm Valicom celebrates a landmark anniversary, having helped clients control telecom costs for twenty years. Founded in January 1991 as a certified woman-owned business (WBE), Valicom has worked with SMBs and enterprise clients to reduce telecom expenses, gain control over telecom inventory and process and pay telecom invoices. Having launched their telecom expense management software Clearview in 2010, they look forward to their next phase of growth utilizing Clearview to assist IT and telecom consultants in building robust telecom expense management practices of their own.

Madison, WI (January 13, 2010) - January 2011 brings a milestone for [telecom expense management](#) (TEM) firm Valicom, as it marks twenty years since CEO Nancy Peckham saw a need for independent telecom consulting in the marketplace and took the leap to found a new company, thus pioneering the TEM industry.

Operated as a 100% woman-owned business (WBE) since inception, Valicom has weathered the changes, consolidations, technological expansion and increasing complexity of the telecom industry to grow and thrive. From its initial offering of outsourced telecom auditing services to its new leading-edge SaaS [telecom expense management software](#) Clearview, Valicom has sought to meet its visionary goals of authenticity, innovation, independence and creating a better educated marketplace. Through its library of [TEM white papers](#) and its upcoming 2011 series of [TEM webinars](#), it can deliver on its promise of thought leadership.

In addition, throughout its tenure, Valicom has solicited and measured feedback on its services, surveying client satisfaction on a 4.0 scale. An upward trend in meeting client expectations earned Valicom its highest-ever rating of 3.89 in late 2010. This combination of ongoing high client satisfaction scores, vendor independence, WBE diversity status, and a record of attaining excellent telecom savings for clients work to support Valicom's continued growth.

And in a still-challenging economy, more firms are seeking price control and cost-cutting measures, increasing the value of Valicom's [telecom expense management](#) offering. Up to 35% of telecom invoices have errors on them, firms often pay far more than they should for wireless voice and data services, and the burden of auditing and paying telecom invoices increases as the complexity of telecom services grows. Having a partner like Valicom to audit and manage telecom invoices and inventory, or employing a tool like Clearview to gain visibility and control over telecom resources, is a fast-growing way to control telecom budgets.

Building upon past successes, Valicom looks to 2011 and beyond with new partnerships and innovative service offerings. In addition to telecom auditing, they are reaching out to independent telecom and IT consultants and managed service providers to help them grow their own telecom expense management (TEM) practices. Utilizing Clearview, Valicom's web-based SaaS telecom expense management software, and a unique combination of business intelligence, coaching and training delivered from Valicom, telecom and IT consultants can easily increase profits by adding TEM to their portfolios. To learn more, visit www.valicomcorp.com/C4C to request a demo of Clearview or download our white paper "Telecom Expense Management Tools for Telecom & IT Consultants".

For more information on Valicom, please contact Lacinda Athen, Marketing Specialist, at (800) 467-7226 or marketing@valicomcorp.com

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.