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For Immediate Release

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## Valicom is Taking TEM to IT at CompTIA Breakaway

*Telecom expense management (TEM) firm Valicom will be participating in CompTIA's annual Breakaway in Washington DC August 1-4 to showcase their SaaS telecom and wireless expense management platform Clearview. Utilizing the web-based TEM software, IT consultants and IT solution providers can expand their service offering and increase revenues through white label and profit-sharing partnerships. This offers a unique opportunity to enter the lucrative telecom management market. Attendees can visit Valicom in Booth #404 during the Technology Vendor Fair.*

Madison, WI (July 28, 2011) – Telecom expense management (TEM) firm Valicom will participate in CompTIA's Annual Breakaway in Washington DC August 1-4. CompTIA is a leading IT industry association. Their Breakaway is a place for IT professionals to learn new skills and for technology vendors to introduce solutions to the IT channel. Valicom will be showcasing their web-based telecom and wireless expense management software Clearview.

Lacinda Athen, who will be attending the show for Valicom, says "We're excited to bring this unique revenue opportunity to the IT channel and feel it's a good fit. With telecom complexity exploding, more and more firms are looking to their IT partners to streamline voice, data and wireless operations while reducing costs. Clearview provides IT businesses an easy entry into the lucrative telecom expense management market. I look forward to showing them how to plug TEM into IT."

Clearview is a SaaS (software-as-a-service) application for tracking voice, wireless and data expenses. Encompassing inventory, invoice, contract, user and usage information, it offers deep visibility and custom reporting at a reasonable cost.

Valicom's solution partners Clearview with a suite of telecom expense control services like telecom auditing, invoice processing and inventory management, allowing IT consultants and IT solution providers to expand services and increase revenues. Having delivered telecom expense management for over twenty years, Valicom offers a solid combination of business intelligence, marketing support, coaching and training to help IT businesses grow by adding TEM to their portfolios. Options range from software licensing or white label sales to various profit-sharing arrangements.

To learn more, attendees can visit Booth #404 at the CompTIA Annual Breakaway or visit online [www.valicomcorp.com/IT](http://www.valicomcorp.com/IT) to request a demo of Clearview.

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

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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](http://www.valicomcorp.com).*