

Avema and Breakaway Services Partner to Deliver Telecom Expense Management

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January 26, 2012 (FPRC) -- Denver, CO: Avema, a global provider of telecom and wireless cost optimization software and services is pleased to announce a new partnership with Breakaway Services, a leading service provider focused on managing telecommunications services, assets and expenses for corporations. Through this new partnership, Breakaway will be using Avema's Advanced Vendor Management (AVM) software to deliver telecom expense management (TEM) to its clients.

"Breakaway has looked at many different TEM software platforms over the years. AVM's level of automation is far more advanced than any other TEM software that we have considered," said Ric Reifel, CEO of Breakaway. "Our clients will benefit from more advanced reporting and analysis, and better self-service functionality. Breakaway benefits from greatly increased efficiency, enabling us to service more clients without adding headcount."

Avema's AVM system delivers the infrastructure to manage voice, data and wireless processes and costs. AVM consolidates telecommunications data in one place, allowing companies to manage costs and inventory from any web browser. In addition, it streamlines multiple vendor billing into one standard format and permits users to manage all telecom costs from the same application. Clients gain greater control over their vendors, inventory and expenses, doing more with fewer resources.

"Breakaway was previously using multiple TEM software applications," said Shelley Cruikshank, COO of Breakaway. "Avema's AVM includes all telecom services, which allows us to provide a more stream-lined approach to serving our customers." Breakaway is currently in the process of moving all of its clients over to Avema's AVM platform so that customers can benefit from the software's advantages as soon as possible.

According to Reifel, this partnership is a perfect fit. "Breakaway is committed to providing high value to our customers with any product or service we provide," said Reifel. "We carefully select our partners and only join together with those who consider high-quality and high-value as critical as we do. Avema's dedication to client service matches our own."

Roger Yang, CEO of Avema, is excited to announce this partnership, noting the benefits for both companies. "We are committed to the success of our partners. AVM is designed from the ground up to help partners be as effective as possible in delivering TEM services," said Yang. "Through our partnerships, we can reach a broader range of clients who are in need of telecom expense management."

About Avema Corporation

A pioneer in telecom and wireless cost optimization, and a leader in mobile device management

deployment, Avema's expertise has helped hundreds of organizations including Suncor, RBC and Spectra Energy. Avema's software and managed services helps large organizations to clearly understand their telecom and mobile costs, rid themselves of manual administrative chores, address their mobile security needs and free up more time to focus on higher value strategic work. For more information, visit www.avemacorp.com.

About Breakaway Services

Breakaway Services is a professional services firm focused on the many challenges faced by corporations and other entities in managing telecommunications services, assets and expenses. Its services cover both traditional land-line telecommunications, and use-based services such as wireless. Breakaway's goal is to help its clients save money and time, eliminating the headaches that can accompany a diverse telecommunications infrastructure. Breakaway is an AOTMP top-10 ranked expense management provider, with clients that include UDR, City and County of Denver, Oppenheimer Funds, and the Denver International Airport. Breakaway Services is headquartered in Denver Colorado, with clients across the United States. For more information, visit www.breakawayservices.com.

Contact Information

For more information contact Roger Yang of Avema Corporation (<http://www.avemacorp.com/>)
416-364-5711

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