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Contact: Amy Power  
(214) 618-3318  
[amy@powerpublicrelations.com](mailto:amy@powerpublicrelations.com)

**WHY DIDN'T I THINK OF THAT? ...TAG'S INTELITRAK™ CHANGES THE WAY BUSINESSES MANAGE TELECOM EXPENSES**

(DALLAS, Texas) December 11, 2007, – TAG, Inc., one of the largest, nationally recognized, telecommunications consulting practices, has launched a business information management service called Intelitrak™ that for the first time combines:

- Telecom rate procurement and benchmarking,
- Wire line and wireless carrier contract negotiation,
- Telecom Expense Management (TEM) services,
- Domestic and international invoice management,
- Contract and inventory audit services,
- Industry and carrier trend analysis, and
- Ongoing, regular management consulting and account stewardship in one, customizable, monthly fee based service package.

“Intelitrak™ truly is a ‘next-generation’ concept because it takes a complex grouping of telecom advisory services and places them in one service package for an end-user. We have been looking for something like this for some time now to help manage the complex set of rates, contracts and overall telecom information environment in our growing enterprise,” explains one director of IT for a Virginia-based public healthcare organization.

TAG executives say this new total solution approach to Business Information Management is a paradigm shift for most providers of telecom procurement and expense management services, which typically require a greater level of experience and broader industry expertise to be most effective in today’s rapidly evolving telecommunication market place. Intelitrak™ not only provides a state-of-the-art TEM information management tool, but it embellishes those tools with industry-leading procurement, benchmarking and a wealth of other current industry information so as to render many stand-alone TEM services ineffective in the depth of current information at the client’s disposal.

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With Intelitrak™ by TAG, enterprise clients receive access to more than a dozen specialized services from TAG and its technology partners, including complete rate and contract negotiation services; domestic and international benchmarking and rate review capabilities; a leading global, web-based TEM solution with complete audit and inventory management capabilities; a full service wireless portfolio including assessment, optimization, procurement, policy development and device management services; a customized monthly report with the latest rate, carrier and industry trend information; and on-going monthly support from a TAG account manager and executive sponsor.

According to TAG President Dieter Thompson, “There are hundreds of options for enterprise clients today requiring telecom advisory support; but very few exist where a client can obtain virtually every service component from one carrier-agnostic resource, in one monthly service package, customizable to individual client requirements, with complete account team support and regular exposure to TAG subject matter experts and executives.”

“We’ve taken the headache out of the process by offering our clients a service-based, customizable program that delivers a return on their investment,” adds Thompson.

### **About TAG**

Dallas-based TAG specializes in the procurement of telecommunications services including voice, data, wireless, internet, local, and international services for national and multi-national companies. Clients include KinderMorgan, GenRe, RiteAid, VHA, Georgia Pacific, Darden Restaurants, Sabre, Staples and many other notable companies.

TAG’s mission is to provide its clients with a maximum return for their telecommunications investment. TAG’s people, process and proprietary tools help clients achieve savings and optimal performance for the duration of their telecommunications contract. The company’s web site is: [www.i-tag.net](http://www.i-tag.net)

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