

The Asentinel logo features the word "asentinel" in a lowercase, sans-serif font. To the right of the text is a stylized orange arc that curves upwards and to the right, resembling a partial smile or a swoosh.

asentinel

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TAG SELECTS ASENTINEL AS NEW TEM PLATFORM FOR ENHANCED MANAGED SERVICES OFFERING

TAG, an expert provider of telecom procurement, contract negotiation and vendor management services, has partnered with Asentinel, a global telecom expense management (TEM) and total telecom cost management (TTCM) leader, to provide TEM integrated software and Business Process Outsourcing (BPO) solutions for customers.

The partnership allows each to focus on its core strengths – for Asentinel that is providing leading edge TEM technology/applications and services, while for TAG it is focusing on delivering best in class TEM outsourcing solutions tailored to the needs of their clients’.

“This business model strengthens our ability to address the entire TEM marketplace including the BPO market segment of TEM, which is a preferred model for some enterprises, via our strategic partners.” said Chris Hilden, Asentinel VP Affiliate Sales. “With partnerships such as this one with TAG, the customer benefits from a highly-customized, personal approach to TEM.”

Asentinel’s Web-based software offering, Asentinel 5.0, features cutting edge global TEM capabilities in its complete lifecycle expense management application, including industry-leading Electronic Data Interchange (EDI) invoice loading capabilities, TouchFree™ and Contract Control™ managed services. Asentinel 5.0 offers customers real-time access to one centralized repository containing all of their telecom invoices, assets and contracts as well as the associated business intelligence/reporting to allow for complete lifecycle management.

TAG is a wholly-owned subsidiary of Alcatel-Lucent, a global leader in enterprise network outsourcing and IT solutions. TAG aims to bridge the gap between corporate clients and telecom vendors with expert analysis of customers’ current telecom spending and strategic consulting for the best solution. TAG’s services include network services procurement, wireless services procurement, telecom vendor management and telecom benchmarking. TAG works with partners such as Asentinel to provide telecom bill auditing, project management and network engineering and design.

“We are excited to announce this new partnership in the TEM industry, and we look forward to a successful relationship,” said Hilden

About Asentinel

Asentinel’s Web-based software, Asentinel 5.0, has more than 50 cumulative years of development behind it. Asentinel 5.0 is a powerful Web-based tool that simplifies and streamlines the entire telecom expense management (TEM) life-cycle process for all wireline, wireless; voice, data and equipment telecom assets, including invoice processing and workflow, asset and inventory management, procurement and provisioning, and business intelligence and reporting. Asentinel continues to grow its list of *Fortune* 1000 companies and government entities that realize the power of automated telecom expense management. For more information, visit Asentinel at www.asentinel.com.

About TAG

Dallas-based TAG, a wholly-owned subsidiary of Alcatel-Lucent, specializes in the procurement of telecommunications services including voice, data, wireless, internet, local, and international services for national and multi-national 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