



## **News Release**

*for immediate release*

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### **Comview Sponsors Important New Aberdeen Wireless Expense Management Study**

#### **Reducing the Cost of Freedom: The 2009 Wireless Expense Report**

**Huntington Station, NY** – February 23, 2009 – Comview Corporation, a leading provider of telecom cost management services, has underwritten an important new benchmark report on Wireless Expense Management, released by Aberdeen Group, a Harte-Hanks Company. The report “Reducing the Cost of Freedom: The 2009 Wireless Expense Report,” is a comprehensive assessment of enterprise use of wireless expense management (WEM) and outlines how businesses can use technology to achieve significant saving on wireless expenses.

Through this research, Aberdeen demonstrates how Best-in-Class companies are currently able to decrease wireless expenses for both voice and data at far greater rates when implementing a WEM solution. These companies realized a decrease in expense of 26% for voice and 32% for data, as opposed to companies who had not implemented a WEM solution and instead saw a net increase of 16% for data alone.

“Our research found that Best-in-Class companies, defined as the top 20% of our respondents, saved 26% in monthly wireless voice services per user,” said Hyoun Park, Research Editor at Aberdeen Group. “When you consider our current economic environment and resulting budget constraints, it is crucial for companies dependent on wireless communications to aggressively manage these expenses.”

“Comview was pleased to be a part of this report and to have these positive findings published,” said John Perri, President and Founder of Comview. “Comview’s Total Talk Management solution has been providing our clients with an average savings of 29% in monthly wireless voice services per user. We hope the report will encourage more companies to seek a similar solution to their mounting wireless expenses.”

Wireless technology is not new to the enterprise, but tracking the expenses of those technologies has become more challenging as wireless devices have transformed from simple text messaging and voice services to enterprise computing assets.

Mobile services are becoming increasingly complicated. As the cell phone has transformed into a smartphone, new sets of services are available that were not before on previous bills. These

services can include location based services (LBS), mobile data connections, mobile applications, photo capabilities, and mobile messaging capabilities. As these charges have joined the already-numerous line items related to domestic voice, long distance, international roaming, text messaging, phone features, and related taxes and surcharges, wireless invoices have steadily grown in their size and scope.

This report demonstrates the organizational capabilities and technological enablers that Best-in-Class companies are currently using to drive business value from wireless expense management solutions. By studying the current usage patterns and implementation strategies of current WEM users, this report provides actionable recommendations for Laggard, Industry Average, and Best-in-Class companies to improve their current WEM deployments. In addition, this research shows potential consumers how to obtain technologies and develop cultures that will best support a WEM solution that is aligned to macro business pressures.

To obtain a complimentary copy, visit Comview's website [www.comview.com](http://www.comview.com) to download the report.

#### **About Comview Corporation**

Comview unlocks the value hidden in business communication expense. Comview's products and services allow businesses of all sizes to recognize the waste in communications use and spend and to realize the savings associated with making strategic changes to existing contracted carrier services. Founded in 1997, Comview's products and services encompass a broad range of communication platforms including: Wireless, PBX, VoIP, Conferencing and more. The company's flagship offering, Total Talk Management, provides decision insight that comes from a single view across all voice communication platforms and contracts. Comview's services are used by major organizations throughout the U.S. and abroad. For additional information about Comview, visit their website at [www.comviewcorp.com](http://www.comviewcorp.com) or call 631-935-1901.

#### **About Aberdeen Group, a Harte-Hanks Company**

Aberdeen is a leading provider of fact-based research and market intelligence that delivers demonstrable results. Having benchmarked more than 30,000 companies in the past two years, Aberdeen is uniquely positioned to educate users to action: driving market awareness, creating demand, enabling sales, and delivering meaningful return-on-investment analysis. As the trusted advisor to the global technology markets, corporations *turn to Aberdeen*<sup>TM</sup> for insights that drive decisions.

As a Harte-Hanks Company, Aberdeen plays a key role of putting content in context for the global direct and targeted marketing company. Aberdeen's analytical and independent view of the "customer optimization" process of Harte-Hanks (Information – Opportunity – Insight – Engagement – Interaction) extends the client value and accentuates the strategic role Harte-Hanks brings to the market. For additional information, visit Aberdeen <http://www.aberdeen.com> or call (617) 723-7890, or to learn more about Harte-Hanks, call (800) 456-9748 or go to <http://www.harte-hanks.com>.