



## AVOTUS RELEASES USAGE MANAGEMENT SOLUTION FOR SMALL BUSINESSES

*ICM Unity SMB Provides Features Tailored to the Needs of Small Businesses*

MISSISSAUGA, Ontario – November 30, 2010 – Avotus Corporation, the leading provider of Telecom Management Services, including Expense Management (TEM), eProcurement, and Usage Management solutions, today introduced ICM Unity SMB, its newest Intelligent Communications Management Usage Management Software offering specifically designed for small and medium sized businesses.

The new generation of Avotus' flagship Usage Management takes call accounting to a new level by incorporating VoIP, video conferencing, wireless, and mobile demand management. The platform provides comprehensive SIP based communications tracking, fully accountable records of VoIP calls, complete wireless and mobile integration of all company accounts, and video usage tracking, which are areas of increasing vulnerability in the communications field and areas of significant growth forecasts.

ICM Unity SMB includes the same series of other enhancements offered in Avotus' ICM Unity solution including a bilingual interface (French and English), updated browser and "core" switch support for enhanced call accounting, as well as a number of upgrades to conference call reporting and management.

"Prior to the release of ICM Unity SMB, we were offering Avotus Professional to the small business market," said John Blyzinskyj, President of Avotus. "Now, with the release of ICM Unity SMB we can offer Small to Medium Businesses a software solution that has all the features of Unity at price point where Avotus Professional would have been the only option. This allows for the flexibility and room for growth that small and medium sized businesses need to thrive."

ICM Usage Management enables traditional landline, wireless, multi-media, and VoIP communications to be tracked and allocated to the proper division, cost center, or individual in addition to providing rich reporting and analysis capabilities. Importantly, the customer does not have to purchase a costly SQL Server license or install the product on a Server class machine, so the up-front costs to implement the system is greatly reduced. It can be installed on a workstation running XP Professional or Windows 7.

### **Products and Services Offered by Avotus**

Avotus' suite of Intelligent Communications Management (ICM) telecom expense management solutions includes: ICM eProcurement™, ICM Expense Management™ and ICM Usage Management™. These solutions far exceed simple invoice processing, validation and reconciliation by offering a complete lifecycle management approach, starting at procurement and running through the life of the contracts. ICM is based on a foundation of best practices that Avotus has developed through decades of telecom industry experience, ensures compliance and consistency, prevents leakage and errors and delivers results that are verifiable and sustainable.

### **About Avotus Corporation**

Avotus changes the way companies source, procure, and manage their communications services and assets. By combining technology, automation, and domain expertise under the Avotus Adaptive Communications™ model, Avotus is helping Global 2000 companies transform their telecommunications spend. This strategic set of services includes Communications Assessment capabilities, which help identify, diagnose and understand business problems and opportunities; Advisory Services, which provide valuable insight into clients' telecom challenges and offer both technical and business process-related solutions which bring enhanced value to our clients; Managed Services, which provide specific business process and service support; and Outsourcing Services, which completely transform a company's operations and provide third party hosting of a company's communications infrastructure.

Avotus has a 20-year history of empowering companies of all sizes to gain lasting control over their complete worldwide communications environment through the effective management of their voice, mobile and wireless, data and converged communications spend. For more information, visit <http://www.avotus.com>.

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