



Avotus to attend ITEXPO East January 25-28 in Fort Lauderdale

Avotus CEO James Martino to give presentation on Unified Communications during event

OAKLAND, New Jersey – January 25, 2016 – Avotus Corporation, the leading provider of Intelligent Communications Management (ICM) solutions, announces its attendance at ITEXPO, January 25-28, 2016, in Fort Lauderdale, Fla., at the Greater Fort Lauderdale/Broward County Convention Center. Avotus CEO James Martino will speak at the event, giving a presentation called, “Controlling the Unknown: Unified Communications Deployment Risks and Mitigation” on Tuesday, January 26 from 12:30 to 12:55 p.m. ET in Room 222.

Mr. Martino will address the fact that enterprises are incorporating Unified Communications (UC) at a rapid pace due to its low-cost value proposition and expected increase in productivity. He will examine the risks of implementing a UC solution, which include legal liability, regulatory compliance, loss of intellectual property and more. The audience will learn how tracking UC usage can protect a company and what the cost of a security breach can be, among other insights.

“I am looking forward to sharing my experience in UC strategy development during ITEXPO,” said Avotus CEO James Martino. “Comprehensive visibility and actionable insights regarding misuse, abuse and the sharing of intellectual property are integral to a successful long-term UC strategy. A UC deployment must include ongoing and seamless monitoring and reporting on UC asset usage. I will discuss how an Enhanced Usage Reporting (EUR) platform can mitigate the risks associated with a UC deployment and allow a firm to reap the productivity gains of UC with confidence. I also encourage all partners to read the recent white paper from Avotus that examines EUR.”

The past year has been a productive one for Avotus, as the company enhanced a number of services, and introduced a variety of new products as well. Most recently, Avotus announced the launch of its pioneering IT Asset Management (ITAM) Robot solution, which builds and monitors telecom and IT asset inventory. Avotus also announced a partnership with TrustSphere, the recognized market leader in relationship analytics. The partnership was formed to create a joint platform that combines Avotus’ big data capture capabilities with TrustSphere’s advanced social network analytics technology to form a market-leading “relationship analytics platform” that extends beyond email and throughout the full Unified Communications (UC) platform. The company launched an Employee Value Program (EVP) as well, extending corporate wireless discounts and mobility shopping to employees via an online retail portal.

Mr. Martino and other representatives from Avotus will be meeting with partners throughout the event. To schedule a meeting with Avotus, please email jsa_avotus@jaymiescotto.com.

To learn more about Avotus, visit www.avotus.com. Join the conversation on Twitter and connect with the company on LinkedIn.

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About Avotus

With more than 30 years of industry experience, Avotus is the award-winning provider of **Intelligent Communications Management (ICM)** solutions. ICM solutions enable users to optimize and manage their critical investments in telecom and technology. ICM is Avotus’ Intelligent approach to managing wireline and wireless assets. Often times, Avotus’ ICM lifecycle can be deployed in a manner that allows each engagement to self-fund the next, while putting cash on the clients bottom line at each step. ICM solutions include: Usage Management (UM), Expense Management (EM), Intelli-Sourcing and Wireless. Avotus and its partners serve more than 1,000 clients in North America and around the world, many of which are industry-leading Fortune 5000 customers.

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