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September 15, 2010

Avotus Intros ICM Unity, Intelligent Communications Management and Usage Management Software

By [Shamila Janakiraman](#), TMCnet Contributor

Avotus ([News - Alert](#)) Corporation has introduced ICM Unity, a next generation intelligent communications management and usage management software.

The company specializes in providing telecom management services including expense management or TEM, eProcurement, and usage management solutions. The Avotus' flagship usage management solution optimizes call accounting by incorporating VoIP, video conferencing, wireless, and mobile demand management.

Also 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. These are areas of increasing vulnerability in the communications field and also areas of rapid growth.

ICM Unity also includes a series of other enhancements including a bilingual interface for 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.

In a release John Blyzinskyj, president of Avotus said, "In an evolving communications industry, this next generation ICM UM product underscores Avotus' continued commitment to 'Usage Management' as a vital component of an overall TEM solution."

"Our new usage management product suite supports a full range of management, security and compliance reporting functions, which will be invaluable to businesses in the healthcare and financial services industries that need to comply with new government regulations, while also controlling costs. By understanding the needs of our customers and the nature of their communications, Avotus' solution will continue to set industry standards and march in step with the advancement of new technology," Blyzinskyj added.

Avotus officials explained that the 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. It also provides rich reporting and analysis capabilities besides being fully compatible with nearly all PBX platforms such as Avaya, Cisco, Mitel ([News - Alert](#)), Nortel and others.

The company's suite of intelligent communications management solutions includes ICM eProcurement, ICM Expense Management and ICM Usage Management. These offer a complete lifecycle management approach, starting at procurement and continuing throughout the life of the contracts.

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Policy management solutions are core requirements for real-time business support. Policy definition, policy management, data collection, policy enforcement as well as real-time rating and charging are all key components for a successful usage management architecture.

Policy Management Events

Webinar: Total Telecom Policy Management.

Time: Tuesday, Sept 14, 2010

Speakers: John Aalbers, CEO and Akil Chomoko, Product Marketing

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Shamila Janakiraman is a contributing editor for TMCnet. To read more of Shamila's articles, please visit her [columnist page](#).

Edited by [Ed Silverstein](#)

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