

Telwares and Aberdeen Group To Reveal ROI Strategies That Return Savings and Optimize Performance Of Growing Wireless Assets

Complimentary Webinar Features Top Industry Thought Leaders for Interactive Examination of Mobility Spend Strategies that Really Work

GREENWOOD VILLAGE, CO, April 4, 2008 - Telwares, a leading provider of mobility lifecycle management solutions, today announced a unique and complimentary opportunity for enterprises to examine strategies for managing and significantly reducing their spend on growing wireless assets and mobility expenses. Registration is now open for "Finally! ROI Strategies That Really Work For Wireless Expense Management," a webinar hosted jointly by Telwares and Aberdeen Group, April 24.

"Finally! ROI Strategies That Really Work for Wireless Expense Management" is an interactive session, guiding attendees through topics that are essential to managing enterprise mobility assets and services. Telwares also will share its unique expertise in surmounting regulatory challenges facing mobile cultures. The webinar will explore the risk and profit components of the wireless lifecycle in the face of device obsolescence. Discussion of best practices will explore the application of business intelligence and excellence in management as enterprises become increasingly mobile and diverse.

Webinar panelists are highly regarded thought leaders whose industry insights are sought and frequently published in top business publications including The Wall Street Journal and The New York Times. Join Michael Voellinger, Telwares vice president for enterprise mobility, and Ralph Rodriguez, Aberdeen senior vice president for research, technology markets group, for this first-of-its-kind mobility spend management webinar.

"Mobility spend management is the most strategic approach an enterprise can proactively undertake to harness and maximize the escalating costs associated with wireless devices and networks. You can't just narrowly look at the price of a calling plan or a phone if you're trying to control your telecom expenses," said Ralph Rodriguez, senior VP of technology research at Aberdeen Group. "You've got to look at the big picture and include the cost of security, the cost of software, the overhead management, GRC costs, and the effort to provide transparent financial reporting to really calculate enterprise mobility ROI accurately."

What: Finally! ROI Strategies That Really Work For Wireless Expense Management

Who: Michael Voellinger, Telwares, and Ralph Rodriguez, Aberdeen Group

When: Thursday, April 24, at 1:00 PM - 2:00 PM EDT

Register: <https://www1.gotomeeting.com/register/967541120>

About Telwares

Telwares is the leading provider of telecommunications spend management solutions to the Global 2000. Headquartered in Denver, Telwares serves the TEM industry's largest client base representing every industry across the globe. Telwares currently holds \$6.6 billion of telecom services under management and has saved clients more than \$5 billion from the \$15 billion of contracts negotiated. Telwares customers additionally profit through the expertise of a management team comprised of



experts and thought leaders well known to the industry. For more information, visit www.telwares.com.

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