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**ARE COMPANIES PAYING THE RIGHT PRICE FOR TELECOM AND OUTSOURCED SERVICES?
TWO CEOS SAY THEY HAVE THE ANSWER**

(DALLAS, Texas) January 12, 2010 – Determining the right price for outsourced IT and business process services is getting more difficult for companies of all sizes according to [Ben Trowbridge](#), CEO of Dallas-based Alsbridge, Inc. Likewise, the telecom network services landscape is a tangled and ever-changing web of pricing terms and conditions.

“The diminishing resources for meaningful research and accurate data on pricing combined with the growing complexity and dependence on technology are the primary reasons. Time and time again we see sophisticated, global companies that believe they’ve gotten a good deal, but are in fact paying far above market price because they simply didn’t have the right information,” Trowbridge explains. “With the right information and the expertise to leverage it properly, Fortune 500 companies can often save tens of millions of dollars, which is always a good thing but even more so in today’s economic climate.”

Alsbridge, founded in 2003, is an award-winning global advisory firm providing unparalleled expertise in IT outsourcing (ITO), business process outsourcing (BPO), shared services and benchmarking.

ALSBRIDGE, INC. ACQUIRES TAG TO ADD TELECOM NETWORK BENCHMARKING PROCUREMENT AND EXPENSE MANAGEMENT EXPERTISE TO ITS SUITE OF GLOBAL SERVICES

Alsbridge has earned a strong reputation with Fortune 500 companies because of its ability to provide advice on market-competitive pricing for ITO and BPO based on its proprietary data and benchmarking tools. Today, the company broadened its expertise into the telecom network space by acquiring TAG, also a Dallas-based company. For additional information on the acquisition, visit the [FAQ](#) page.

TAG, founded in 2001, has provided telecom network procurement, contract negotiation and telecom expense management services to hundreds of Global 2000 companies. The acquisition was formalized Jan. 1, 2010; terms of the deal are undisclosed.

“Our acquisition of TAG gives us a unique, internationally recognized capability to drive a wider range of cost savings for our clients as they address outsourcing and shared services programs. The net result is our clients will typically be able to reduce the cost of their telecom network services by 15-50 percent

by leveraging our deep databases and parametric modeling capabilities to assess their global network strategy,” says Trowbridge. “TAG is a continuation of a strategic plan to acquire data-rich consulting capabilities to be able to provide a wider set of services to our clients and meet today’s as well as tomorrow’s need to reduce cost across the enterprise by paying the right price for the right level of service in IT, business processes and telecom network. Simply put, no one else can provide a service with a similar range and granularity of data.”

TAG and Alsbridge executives stated that the consolidation of the carrier space, the convergence of technologies and the impact of the new economy were all factors in the decision to acquire TAG. According to Dieter Thompson, the founder and president of TAG, the new economic landscape is an opportunity for Alsbridge to accelerate their growth as the economy rebounds.

“TAG is a like-minded company because of their business culture, which strives for service delivery excellence with clients based on deep statistical knowledge of the telecom network industry,” Trowbridge adds. “The largest cost item in IT is always labor followed by telecom network, which is typically the second largest cost item. Enterprise organizations seeking ways to reduce cost invariably turn to these two categories first. The IT outsourcing industry and telecom network services industry grew up at the same time, but separate and apart. And, until now, the consulting firms in both industries have followed suit. However, with the TAG acquisition Alsbridge is uniquely positioned to leverage data-driven expertise in both spaces to the benefit of our clients.

“With the acquisition of TAG, we have the data and expertise to advise on price reduction any way clients want to look at it – information technology, business process, telecom network – across the entire enterprise,” Trowbridge states. Thompson adds, “TAG will always provide a creative, nimble, entrepreneurial solutions-focused service. We are built on providing value for every telecom dollar our clients spend. Saving our clients money is what we do. Now we can do that for Alsbridge’s clientele too.”

About Alsbridge

Alsbridge, Inc. is an award-winning global advisory firm providing unparalleled expertise in information technology, business process outsourcing, shared services, finance, accounting and benchmarking. The firm is fact-based and client focused with a proven methodology that fosters success. Alsbridge defines client goals and scope, finds the best cultural fit with providers, refines the best solutions, and eases transitions and implementation. Founded in 2003, Alsbridge is the proven, effective difference. The company’s web site is: www.alsbridge.com.

About TAG

Dallas-based TAG, a service of Alsbridge, specializes in the procurement of telecommunications services including voice, data, wireless, internet, local, and international services for national and multi-

national companies. TAG's mission is to provide its clients with a maximum return for their telecommunications investment. TAG's people, process and proprietary tools help clients achieve savings and optimal performance for the duration of their telecommunications contract. In 2007, the company was named to the Inc. 5,000 list of fastest growing privately held companies. The company's web site is: www.i-tag.net.

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