



## **Vertek Corporation Announces Enhancements to its Partnership Assurance Offering**

*Hosted Service Optimizes the Performance of Partnership Relationships for Service Provider Clients*

**Dallas, TX – November 6, 2007** - Vertek Corporation, a leading provider of end to end business process outsourcing, business consulting, and managed business assurance offerings for the telecommunications industry, announced at the TM Forum Management World Americas Show today enhancements to its [Vertek Partnership Assurance](#) offering (VPA), formerly known as Managed Business Assurance (MBA), to ensure the profitability and viability of partnerships formed for the delivery of new digital content and other services. VPA is a part of Vertek's Business Assurance offering that also includes [Vertek Financial Assurance](#), formerly known as, Managed Financial Assurance, (MFAP).

“The headlines are filled with announcements of promising new partnerships between service providers and digital content providers offering satellite TV, IPTV, video-on-demand, gaming and other broadband services,” said [Brad Soutiere](#), President of Vertek Corporation.

“Unfortunately, partnering companies are too often finding that partnerships sealed in the boardroom can quickly become unraveled in the back office. Vertek's VPA offering helps business partners get a handle on relationship performance so any needed adjustments can be made quickly, before they can have any negative impact on the bottom line. It ensures that all partnerships perform at an optimum level operationally and financially.”

Vertek's VPA is a hosted, managed service solution that combines Vertek's professional staff, robust analytical tools and best practice methodologies to provide service providers with an operational model for success in managing all aspects of third-party partnership relationships. The new Release 3.0 of VPA builds on its unique web-based portal for key performance reporting and analysis of a carrier's growing partnership-based service offerings. With the new Release, users now have a more functional, visually appealing, and easier to navigate interface for accessing dashboards, charts, detailed reports, and operational analytics.

Time to market pressures can cause partners to rush through implementations. Compatibility issues between partners' internal systems, their order management models, and even simple differences in interpretations of terms can contribute negatively to service and billing quality. Partnering companies normally have no capability to monitor their inter-company operations, process steps, hand-offs, and discrepancies. As a result, root causes linger or grow, leading to millions of dollars in uncollected revenues, added costs, and lost customers.

The VPA portal provides a consistent customer view between two or more companies partnering to deliver traditional services, new digital content services, MVNO services, IPTV services, as well as warranty management and CPE management. VPA objectively monitors revenue, costs, margins and the overall operational health of partnerships and strengthens inter-company process management capabilities for the delivery, maintenance, and billing of convergent offerings.

VPA is focused on three core areas:

- **Reporting and Analysis** – Providing insight into the partnership by tracking and trending invoice settlements, disputes, high level performance metrics/goals, data synchronization and subscriber base analysis, issue tracking and key financial information.
- **Service** – Managing the monthly data receipt, normalization, analysis, and reporting updates as well as issue management and resolution between service providers and partners.
- **Operation** – Providing defined methodologies and procedures for new partner implementation, existing partner maintenance, hosted software platform releases and best practices for building a reconciliation operation and guidelines for service providers and partners.

New VPA Release 3.0 Features include:

- **Re-designed Interface** – The new platform provides users with a more streamlined approach for navigating business intelligence dashboards, reports and analytics.
- **User Interaction with Reports** – Enhanced user capabilities to interact with and affect presented results from a number of analytic reports. The user can filter analytic charts by time periods to isolate unique populations/views of the reports.
- **Enhanced Visual Reporting Experience** – The user will notice a higher visual clarity with the newly developed platform reporting interface and larger, sharper and more readable reports.
- **Increased Ability to Download Reports** – Users can export additional reports/charts from the platform to be used for their own desktop presentations, reporting, and analysis.

### **About Vertek Corporation**

Vertek Corporation, founded in 1988, is a leading provider of end to end business process outsourcing, business consulting, and managed business assurance offerings that allow communication providers to reduce costs, improve customer experiences, grow revenue, and ultimately improve profitability. Vertek specializes in Business Assurance, Financial Assurance and Partnership Assurance, Network Migration, Complex Order Management and Provisioning, Contract Management, and Process Design & Optimization. As an independent professional services company, Vertek combines extensive telecommunications expertise in both legacy and next generation environments with leading edge information technology to immediately deliver significant value as an extension of the client team. Located in Chatham, NJ and Colchester, VT, Vertek also provides communications service providers with flexible outsourced managed services that are highly customer focused and less expensive to deploy and operate than anything that could be accomplished internally. For additional information visit [www.vertek.com](http://www.vertek.com)

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