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TELEVERDE RESPONDS TO PRESSURES ON TECHNOLOGY MARKETING SPEND WITH SOLUTIONS THAT MAXIMIZE RETURN ON INVESTMENT

Phoenix, AZ – April 14, 2008— Slow economic times are leading technology marketers to turn to outsourced marketing experts like Televerde, the leader in market insight and customer acquisition solutions for IT companies, to maximize their marketing budgets while managing the pressures to increase their demand generation effectiveness and remain competitive.

In a recent IDC study of tech marketing spending, the research revealed that hardware and software vendors will rely on lead generation as the number one activity for marketing in 2008. They also provided recommendations for demand generation effectiveness such as aligning sales enablement strategies and outsourcing to improve the results of sales and marketing initiatives.

“While there may be a bit of economic slow down, the fundamental need for business growth should not eliminate the investment in client touch-point strategies in the never ending search for qualified leads and sales optimization programs,” said Donna Kent, Televerde’s SVP of Global Sales, Marketing & Services. “It is the ideal time to transform the dynamics of how sales and marketing work together. Seeking out experts like Televerde to define a tailored solution that will achieve both sales and marketing objectives, while realizing dramatically higher returns on marketing spending is a smart business decision.”

Televerde’s own analysis and research has found that their clients are realizing an average return on investment at least double their demand generation program expense within the first 12 months by leveraging experts for marketing effectiveness. One example of a budget-maximizing program is the Televerde Sales Optimization Suite which provides lead nurturing, opportunity analysis, sales support, tracking and qualification through expert outreach, focusing on a single outcome - No Opportunity Left Behind™.

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“If marketers use the right resources and experts available to them, they will accelerate sales cycles, expand market share and gain new customers no matter what type of economic conditions exist,” said James Hooker, President and CEO of Televerde. “We have witnessed this phenomenon over the past 13 years working with our high-tech clients and we know first hand that when marketers focus on improving effectiveness through quality lead generation and sales optimization programs they realize incredible results.”

About Televerde

Televerde provides actionable marketing insight, qualified sales lead generation and integrated marketing solutions that accelerate sales revenue and generate net new business for high-tech companies. We have specialized expertise defined by 13+ years of developed relationships with business leaders and decision-makers in over one million companies. By leveraging a unique blend of go-to-market best practices, innovative technologies and intuitive reporting tools, we deliver performance-based solutions with fully measurable ROI. Our end-to-end portfolio solves complex and strategic customer acquisition objectives. Core services include lead generation, lead qualification, lead management, market intelligence, event recruitment, sales support and sales results analysis. Televerde is ISO 9001:2000 certified. Contact us at info@televerde.com, or call 888-925-7526. For more information, visit televerde.com.

The information and interpretation of IDC’s findings are from the presentation, release and report source CMO Tech Sales/Marketing Barometer, 2008. All product and company names herein may be trademarks of their respective owners.

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