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February 11, 2015

Avotus Offers Big Data, Visibility and Savings

By [Maurice Nagle], TMCnet Web Editor

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A word that has been buzzing around tech circles for some time now is big data. When properly leveraged big data can provide an enterprise with unparalleled visibility to offer actionable insight and offer firms the ability to make intelligent, informed decisions offering a competitive leg up.

Avotus ([News] - [Alert]) offers what it refers to as the Avotus lifecycle of Intelligent Communications Management (ICM) solutions to clients to create more visibility and savings. At the recent ITEXPO ([News] - [Alert]) in Miami, Fla., Group Editorial Director Erik Linask had to chance to speak with Western Region Channel Manager at Avotus Kristian Freel and discuss this burgeoning space.

Freel explains that at Avotus, "We bring proprietary software, subject matter experts and we leverage that human capital to provide big data, visibility and savings to our customers."

When it comes to managing a communications infrastructure some real hurdles exist. Simply from a large enterprise perspective Freel lists changes in technology and merger & acquisition and the two primary culprits. For example, with a merger comes the joining company's network, billing system and equipment—all of which have to be merged. New technology poses challenges like the need for bandwith that may require additional management and possibly equipment.

However, in many cases solutions or equipment are purchased that are unused and unnecessary, but not noticed until the right partner comes along to look at spend issues. Once everything is in place, it is time to pick apart this big data into something manageable that by looking at various performance indicators can determine the success of an implementation.

By applying an Avotus solution, firms can save from 20-40 percent on their spend right off the bat and be able to gain tangible results from the collection, management and analysis of collected data.

Avotus has a refined philosophy, "to cleanse, buy it smart and keep it clean," which is exactly what they do. View the entire interview below:

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Edited by [Alisen Downey]

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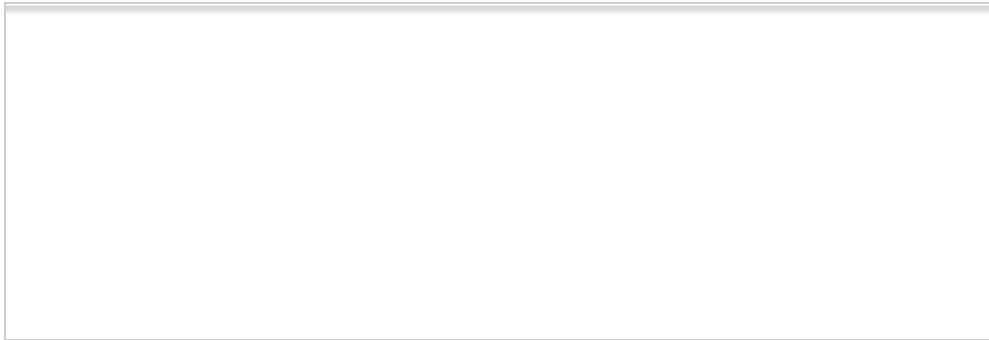
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