

# Veropath expands sales team with the appointment of Paul Gibbs

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Veropath (<http://www.veropath.com>), the UK specialist in telecoms expenses management (<http://www.veropath.com>), has started the New Year with the appointment of Paul Gibbs as Channel Account Director. Paul joins Veropath to continue its expansion of the business through the channel. Veropath offers resellers a margin opportunity which also saves money for customers.

"I am delighted to bring Paul into our team, supporting our goals of recruiting more resellers for the Veropath service," commented Dave Pitts, Sales Director. "The Veropath proposition is generating huge interest from the reseller community as a means of generating extra revenues and adding value to their customers."

Paul is a veteran of the communications industry having worked at distributor and reseller level at MTV Telecom and Westcon. He has achieved numerous accolades, including becoming Channel Salesman of the year in 2006.

Veropath has recently been launched to the channel and the company is actively recruiting resellers. Consultants and resellers are able to offer the Veropath service to their customers without the usual high investment usually required to take on a new product or service. Veropath is able to manage the technical support for the reseller and offer a variety of business models to suit its partners. The cost savings generated by the service can free ICT budgets to pay for the Veropath service and incremental services and systems. Gartner research estimates that 80% of telecoms bills contain errors and up to 35% of all fixed telecoms assets are surplus to requirement.

Veropath brings billing information for landlines, mobiles and data services from all major suppliers into a single platform for customers. All telecoms suppliers offer billing information in different electronic (and paper) formats making it difficult for customers to reconcile the information. Veropath enables customers to view billing data and interrogate the information to verify if it is correct, to allocate it to cost centres accurately and to make informed decisions.

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Veropath is the indirect sales division of IntelligentComms, a leading UK telecoms expense management specialist. The Veropath platform is a web-based service which analyses expenditure to reduce communications costs and maximise ICT budgets. It also manages telecoms services more efficiently and helps IT directors to make informed decisions about suppliers, tariffs and equipment. Customers include Scottish Water, Standard Life, Rolls Royce, Ernst & Young and the NHS. Veropath's services are provided through a network of carefully selected partners, each of whom has been identified as an organisation which has the required level of skill and technical expertise.

Veropath  
288 Bishopsgate  
London EC2M 4QP  
Tel: 08456 881212

Press enquiries:  
Ralph Tuckwell  
ralph@rrtonline.net  
Tel: 07876 356200