



News & Events

## **IntelPeer and Tekmark Team to Add Power of Voice and Rich Media to Business Applications that Reduce Telecom Costs**

### *Companies are Jointly Developing, Marketing and Selling Unique Microsoft Live Services Applications Enhanced Using IntelPeer AppworX Platform*

**SAN MATEO, CA -- March 31, 2009** – IntelPeer Inc., a leader in cost-effective hosted on-demand rich media communications, today announced an agreement to integrate powerful Voice 2.0 and rich media features into business applications with Tekmark® Global Solutions LLC, one of the nation's largest privately held providers of information technology, communications and consulting services to companies worldwide.

Using the IntelPeer AppworX™ open communications platform, IntelPeer and Tekmark are co-developing applications based on Microsoft Windows Live Services that use voice, streaming video, communication and conferencing capabilities that drive new business process efficiencies and productivity. By using the hosted AppworX platform as a foundation, Tekmark will significantly reduce the time, up-front development costs and business risks typically involved in bringing powerful new business applications to market, while reducing communications and capital costs.

The jointly developed applications will allow Tekmark's and IntelPeer's customers to deploy new services, such as streamed video, click-to-call connections, automatic conferences, and SMS blast or voice blast messages. With these enhanced services, vendors and service providers can drive new revenue opportunities while streamlining operations.

"We serve a wide range of global corporations that look to Tekmark to provide communications and technology applications that will enhance productivity and give them a competitive advantage," said David Donohue, vice president of telecom applications, Tekmark Global Solutions. "By working with IntelPeer, we can blend innovative voice and rich-media services into business applications and services, while delivering carrier-grade reliability and performance that is vital for our customers. At the same time, we can offer our customers significant cost savings in their telecom expenditures."

In addition to joint development, IntelPeer and Tekmark will also collaborate on marketing and sales of the customized Web and enterprise applications. Joint projects include a wide range of business services, such as an emergency service notification system in the public safety sector enhanced with voice blast and SMS services. The joint offering provides the marketplace with a cost-effective means of providing telecom services that reduce their current operational expenses.

"This relationship with Tekmark, a world-class systems integrator, shows the promise and value we offer for global systems integrators," said John Hart, senior vice president of business development and marketing for IntelPeer. "With Tekmark, we see tremendous opportunities to develop, integrate and deploy high-value new business services enhanced with powerful rich media and Voice 2.0 features. By teaming together, we are creating new cost savings for our customers while building value and driving new revenue opportunities."

#### **About Tekmark Global Solutions**

Tekmark Global Solutions, LLC ([www.tekmarkinc.com](http://www.tekmarkinc.com)) provides information technology, telecom services, and business solutions to a broad range of Fortune 100 and Fortune 500 companies worldwide. Tekmark's client list is comprised of top companies in the telecommunications, financial services, technology, insurance, health care, pharmaceutical, and logistics industries, as well as state and city government. Tekmark's expertise lies in developing and integrating information systems, operating and improving technology and business processes, and helping clients evolve to the next generation of technologies. As one of the largest privately held technology and telecom solutions providers, Tekmark delivers innovative, cost-effective, results-driven solutions to help clients excel in their market place.

#### **About IntelPeer**

IntelPeer, [www.IntelPeer.com](http://www.IntelPeer.com), a leader in hosted on-demand rich media communications, enables carriers, businesses and software vendors to easily deliver voice and multimedia capabilities to any phone or network-connected device -- without incurring up-front capital costs. Through our innovative, communications-as-a-service (CaaS) platform, IntelPeer AppworX™, our SuperRegistry™ and our extensive peering grid, we provide our customers with the platform to offer high-quality interactive voice, video, SMS, data and other rich-media services while providing significant cost savings for their telecommunication expenditures. Through intuitive APIs, Web Services, and brandable widgets and applets, IntelPeer removes the complexity of telecom and opens network functions to mainstream developers who are creating voice-Web "mashups" and communications-enabled business processes embedded into enterprise, webcasting, social networking, entertainment and e-commerce applications. Business professionals who use customer relationship management (CRM) software and common desktop applications such as calendaring and contact management also rely on us for instant access to bridge-to-services, voice blast, video blast, text-to-speech, conferencing and other features that enable communications-enhanced business processes that drive efficiency and deliver cost savings. Based in San Mateo, Calif., we operate our own carrier-grade network carrying more than 6 billion minutes, with worldwide coverage delivered through an IP and TDM peering grid with over 50 leading service provider peering partners. IntelPeer is privately held and is backed by venture capital firms VantagePoint Venture Partners, Kennet Venture Partners, NorthCap Partners and EDF Ventures.

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