

# Memphis Business Journal

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## Asentinel looking to grow its telecom expense management business in Europe

Memphis Business Journal - June 30, 2006 by [Michael Sheffield](#)

After a 2005 and early 2006 that saw its customer base double, **Asentinel** is expanding its European office in Romania to accelerate company growth.

Asentinel got its start with software designed by **Cornerstone Technologies**, a business based in Bucharest, Romania, with global operations.

David Perdue, CEO of Asentinel, says the company approached him about marketing Cornerstone's product as a means of saving money on telecom bills.

"Cornerstone did work for Fortune 1000 companies like **Union Planters**," Perdue says. "Union Planters asked them to write software to help manage their telecommunications spending. That was the beginning of the product."

The software was a success for Union Planters, saving the bank \$500,000 in the first six months of use.

Currently, Asentinel has 14 customers, including the county government of Fulton County, Ga., and **Ticketmaster**. Perdue says the company's software is designed for large corporations that spend more than \$5 million per year on telecommunications.

Robert Taylor, director of information technology for Fulton County, which includes the city of Atlanta, says billings were coming in faster than they could manage before they discovered Asentinel.

"With Asentinel, now we can answer the tough questions," Taylor says. "How do we stop misuse of long distance services? Do we really need so many phone lines? How much money can we save by installing new products?"

This year, Asentinel launched a new product called Optical Invoice Recognition, which allows customers to receive telecom invoices electronically, even from vendors who are unable to provide electronic billing.

"This lets paper invoices get audited like electronic ones," he says.

Asentinel also held an industry-first users conference at the **FedEx Institute of Technology** in April. The conference featured product demonstrations and customer feedback.

That pioneering move, says **Luminetx** CEO and technology peer Jim Phillips, is par for the course  
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with Perdue.

Perdue says the company's next goal will be to expand further overseas and offer a foreign version of Asentinel's domestic package.

"That product will give us the same capabilities with foreign carriers as with U.S. carriers," he says. "Our long-term ambition is to establish more overseas offices and serve more global clients."

Asentinel

Telecom expense management company

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