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Telecom Cost Management: Will Phone Carriers Sell Phone Service in Ten Years?

Now c'mon, you know you wonder this: "In ten years will anyone buy phone service from a phone carrier?"

That maybe-not-so-rhetorical question might sound "silly," [say officials](#) of vCom Solutions, but "consider that the telecom market is no more immune to change and evolution than was the advertising industry through Google or the software industry through Salesforce.com."

Today a phone or Internet connection purchased directly from AT&T or Verizon ([News](#) - [Alert](#)) is normal. That's how it's done. But vCom officials think that "the same pressures to cut costs, improve efficiency and innovate that led to seismic change across many industries are now affecting telecom and the traditional carrier."

The way they explain it, "the high cost and complexities of telephone bills or hassles with a phone company will not be part of the new economy and the cost structure of successful companies. Tomorrow's businesses will expect telecom service to be a low-cost commodity with the invoicing and carrier relationship left to someone else."

Sounds great to us. Which is what some are banking on: Gary Storm, CEO and founder of vCom Solutions, asks "if we could deliver you a free software license to our SaaS ([News](#) - [Alert](#)) Carrier Management portal, a 50-person Professional Services Team, and a 20 percent reduction in your carrier costs, would you buy your carrier services through us?"

We'd certainly listen to your sales presentation, put it that way.

Storm explains that vCom "is pioneering Telecom Management as a Service (TMaaS, another acronym for you to file away)," which he describes as "a combination of a aggregate buying power, streamlined processes and software tools backed by experienced support teams."

He promises that "later this month," vCom will "announce the release of vManager 3.1," the newest version of its software that "brings business intelligence to expense management." As Storm contends, "technology has now reached a point where the transition from a 'carrier direct' model to a 'distribution' model is happening."

Late last year TMC ([News](#) - [Alert](#)) [had the news](#) that vCom released vManager 3.0, a new version of its powerful software that now adds state-of-the-art business intelligence to expense management.

David Sims is a contributing editor for TMCnet. To read more of David's articles, please visit his [columnist page](#). He also blogs for TMCnet [here](#)