



A Partner You Can Trust

Nita Singh recognized as “2005 Women in Business – Changemaker”

Founder of American Business Communication Inc. (ABC) receives The Business Journal's award.

August 10, 2005 – Minneapolis – *The Business Journal* has named Nita Singh, president, CEO and founder of American Business Communication Inc., (ABC) as a 2005 “Women in Business – Changemaker.” This regional award recognized that Singh and her company have a long history of advocacy in the ever-changing world of telecommunications, offering a wide array of independent managed services to businesses throughout the country.

Founded in 1990, ABC helps businesses procure, manage, and maintain their telecommunications services such as voice, data, and video as technologies and needs change. “We’re here for our customers,” says Singh. “Focusing on their best interests requires service providers to put their best foot forward to earn the business. We’ll close loopholes and negotiate pricing and options the average customer would miss – it’s our job.”

Industry statistics show some sobering trends. According to the Aberdeen Group (www.aberdeen.com) more than 50% of large enterprises don’t know what they are spending on telecom-related services across the company. ABC has found that 9 out of 10 bills contain errors, and industry averages show that over billings and hidden charges exceed 8% of total telecom network spending. The benefits of telecommunications expense management are apparent, and include reduced telecom spend, a managed inventory, and optimized services.

And the industry is ever changing. “Technology, trends, and providers are constantly changing,” states Singh. “Our team keeps abreast of what is happening in the marketplace, and how it affects our customers.” ABC’s research has proven that the latest “hype” may not be the best option, and it is likely the product the vendor is pushing. ABC’s expert staff will dig deep into what fits best, and provide the ROI facts to support optimization, often maintaining current technology rather than implementing new.

“As a “Changemaker” honoree, I thought deeply as to how I affect the businesses I serve. I think I change the way businesses approach their telecom spend by allowing them to see the direct impact on their bottom line, and providing “best practice” management. It’s a whole different approach than the accounting department paying the bill without ever seeing the contract.” And a change it is. Singh and her business have long-term relationships with their clients, who come back time and time again for service and advice. “Our tag line “*A Partner You Can Trust*” came from our customers,” said Singh. “We will always be their advocates.”

About American Business Communication Inc.

American Business Communication Inc. (ABC) is a managed telecommunications services company specializing in Total Telecom Expense and Cost Management. Founded in 1990, ABC identifies and delivers local, long distance, and networked telecommunications solutions through bill auditing, service management / outsourcing, carrier selection, and service / systems procurement. ABC's portfolio of services provides an integrated approach that helps organizations manage every aspect of voice, data, wireless, and video communications, increasing efficiencies, decreasing costs, and streamlining services.