



## PRESS RELEASE

Contact: Tricia Farin  
Jantris Marketing Services  
51 High Bridge Road  
Sandy Hook, CT 06482  
(203) 426-9193

Catherine McCormick  
Komtel  
30 Main Street, Suite 501  
Danbury, CT 06810  
(203) 790-9989 x.43

### **KOMTEL PARTNERS WITH NARMS TO PROVIDE TURNKEY SOLUTION TO SMALL TO MID SIZED MEMBERS**

*Komtel's Site Service Manager offers web-based reporting technology at a very low cost of entry*

Danbury, CT, October 2007 – Komtel, the provider of Site Service Manager, announced today that it has partnered with the National Association of Retail Marketing Services to provide a customizable hosted software solution for all aspects of managing retail field services for small to mid sized NARMS members.

Komtel's Site Service Manager is a highly configurable web-based software tool that provides features such as: Recruiting, Scheduling, Project Management, Rep Payment processing, Survey creation and data collection via IVR or Web, and real-time Client and Management Reporting. "This partnership is to provide a modestly priced vehicle for our clients to use technology where it had previously not been used," said Dan Borschke, President/CEO of the National Association of Retail Marketing Services. "Site Service Manager is an entry level opportunity for those companies who have never used web-based reporting." With Site Service Manager, "both the companies and their clients will be well served."

"We are honored to be selected as NARMS' Preferred Technology Provider," states Steve Kohanek, President of Komtel. "Active with this organization for more than 9 years, we are glad we can give something back to the organization and it's growing membership. Site Service Manager will provide smaller members with all the technology tools needed to compete in today's highly competitive market at a very affordable price."

Komtel's SSM product serves numerous companies from very large to very small, and was designed for the retail marketing industry from the ground up. It is very flexible and customizable, and can be adapted to many different types of businesses ranging from MSO's, Manufacturers and Brokers to Demo/Event, Mystery Shopping and Market Research.

To request more information call 800-KOMTEL1 (800-566-8351) or e-mail [sales@komtel.com](mailto:sales@komtel.com).

The National Association for Retail Marketing Services ([www.narms.com](http://www.narms.com)) is the only legal forum that brings together all facets of the retail services industry - retailer, manufacturer, and retail service company - to network, and to discuss common issues and common solutions. NARMS was formally organized in 1996 and is headquartered in Stevens Point, Wisconsin.

Komtel, Incorporated ([www.komtel.com](http://www.komtel.com)) is an Application Service Provider specializing in providing software solutions to the retail marketing industry. Komtel resides in Danbury, CT and has been in business since 1993.

###