



PAETEC

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PAETEC Recognizes Annual PINNACLE Business Service Management Innovator Award Winners

Awards honor organizations that have achieved the most impactful improvements to their IT service support and delivery through PAETEC's PINNACLE software.

Rochester, N.Y. – October 6, 2011 – At the annual PINNACLE User's Conference last week, PAETEC Holding Corp. (NASDAQ GS: PAET) announced the winners of its PINNACLE Business Service Management (BSM) Innovator awards. The honor, which recognizes the most impactful improvements derived from using PINNACLE to manage the lifecycle of IT service support and service delivery operations, was given to five organizations across five categories. The winners include Citigroup for Resource Management, U.S. Postal Service for Self Service and Automation, SUNY Albany for Compliance Management, a national retail pharmacy for Green IT Management, and Liquid Network for Business Intelligence.

The annual BSM Innovator Awards recognize the unique ways in which customers use PINNACLE software to improve IT and telecommunications operations.

"The creative initiatives completed by these organizations demonstrate how PINNACLE continually provides progressive and sustainable ROI," said Larry Foster, PAETEC's vice president and general manager of PINNACLE. "We've designed PINNACLE software to help IT and telecom departments reign in control of their services and assets. This year's winners exemplify that and prove that IT can be run like a business."

Foster added, "Technology succeeds when it addresses the solutions that organizations care about. PINNACLE software empowers management and frontline resources with integrated solutions and best practice recommendations that can streamline the lifecycle of their business service management operations."

The BSM Innovator Awards were given in five categories, including: Self Service and Automation; Compliance Management; Resource Management; Green IT Management; and, Business Intelligence. This year's winners are:

- **Citigroup – Resource Management:** Citigroup uses PINNACLE Enterprise to manage more than 10,000 tasks per month, lower data entry time by more than 300 man-hours per month, initiate real-time multidimensional visibility from request management through billing/chargeback, and gain access to service history to satisfy corporate compliance requirements.
- **U.S. Postal Service – Self Service and Automation:** U.S. Postal Service leverages PINNACLE Enterprise to streamline automation with internal systems and external supply partners, retire and consolidate several different management systems, improve data integrity throughout the service order lifecycle, bring about global real-time visibility into infrastructure by location, and install intuitive geographic tracking of globally assigned physical assets.
- **SUNY Albany – Compliance Management:** SUNY Albany uses PINNACLE Enterprise to maintain project information in a centrally located database, reduce management systems use by almost 70%, eliminate paper processes and associated physical supplies, and facilitate secure, anywhere, anytime customer access to itemized billings through mobile devices.
- **A large, national pharmacy – Green IT Management:** A large, national retail chain and pharmacy uses PINNACLE Enterprise to integrate its human resources system for the management of services assigned to employees, streamline management of service orders and projects by using service catalogs and service features to track details of circuit configuration items, increase quality of change management, reduce reconciliation activities, and repurpose expensive IT resources from data synchronization to the creation of business intelligence (BI) reports. The firm continues to demonstrate how PINNACLE can help organizations achieve sustainable return on investment (ROI) by realizing an additional \$8.6 million in operational savings—years into using PINNACLE
- **Liquid Networx – Business Intelligence:** With PINNACLE SBOSS, Liquid Networx is able to improve revenue opportunities by offering a robust and scalable business process outsourcing TEM solution for the small to midsized business market, improve effectiveness and efficiency of their customer organizations to manage contract negotiations and renewals, streamline customer activations by creating “business templates”, and enable real-time BI throughout customers’ telecom lifecycle. PINNACLE SBOSS has helped their

customers exceed 200 percent ROI and improve the overall value proposition for strategic solutions.

Customers that run any version of PINNACLE are eligible for the BSM Innovator Awards, including Licensed and Managed, as well as the Enterprise, SBOSS, and Online delivery options. Submissions were reviewed by the PINNACLE BSM Assessment Committee.

Fifty workshops were available to the more than 200 attendees of the 17th Annual PINNACLE Conference, which ranged from How-Tos and best practices, to PINNACLE updates and the future trends of IT&T management. The BSM Innovator Awards were handed out by PAETEC Chairman and CEO Arunas Chesonis and Foster during the final day of the conference on September 28. Attendees included IT professionals ranging from analysts to department managers and directors across several industry sectors, including higher education, government, retail, healthcare, and Fortune 1000 businesses.

About PAETEC

PAETEC (NASDAQ GS: PAET) is personalizing communications and energy solutions in 86 of the top 100 metropolitan areas across the United States. We offer a comprehensive suite of network services ([voice](#), [data](#) and [fiber solutions](#)), as well as [managed services](#), [cloud and data center services](#), [software and technology](#), and [energy services](#). For more information, visit www.paetec.com.

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