

MBG Hosts Successful Second Annual Client Conference

[NEW YORK, May 22, 2002]—A diverse group of telecom, IT, and cost accounting professionals came together in New York City on May 8th and 9th for MBG's Second Annual Client Conference, held at the Tribeca Grand Hotel in lower Manhattan. The goals of the conference were to share information between clients and MBG, and for clients to learn from each other. Representatives from 17 of MBG's 20 clients attended, including GE, Microsoft, MetLife, Hyatt, and Ford.

MBG introduced its newest product, iSAMS (Strategic Asset Management System), for circuits and stations inventory, completing MBG's product suite for asset management, invoice analysis and chargeback. In addition, a representative from long-time MBG client Ford spoke to the group about Ford's implementation of MBG's cost allocation system, iCUBE.

MBG clients volunteered to lead sessions that focused on different MBG products, and their goal was to provide MBG with useful feedback to help make products even more user friendly. In addition, they provided an excellent opportunity for clients to share knowledge and experiences, helping each other to do their jobs better.

Another highlight of the conference was guest speaker David Rohde of TechCaliber. David's wealth of experience in the telecommunications industry, as an editor at Network World and now a partner in a telecom benchmarking company, allowed him to impart valuable knowledge about the current state of the telecom industry.

The conference was a tremendous success, and MBG received praise and positive feedback from its clients for an enjoyable and educational event. MBG plans to continue its conferences annually, and will include even more forums and client interaction in the future.