



Here's the original text for a short piece promoting Perlico Communications' ability to cut telecoms costs. It contains much information, a lot of which is superfluous, and is written in a style which is not appropriate for the target publication, *Business Plus* magazine. See the difference professional editing makes, in the final version, next

563 words

Caption: From left: Iain MacDonald (Managing Director, Perlico), Eamonn Fleming (Purchasing Manager, Thomas Reed Group) and Aidan Lacy (Account Manager, Perlico).

Thomas Reed Group Switches to Perlico for Telecom

DUBLIN, Wednesday, 2nd March, 2005: Perlico Communications, the 100% Irish owned telecom service provider, has announced that the Thomas Reed Group, the bar and restaurant chain, has signed up for its services. Since switching over to Perlico the Thomas Reed Group has reduced its telecom costs by approximately 25%.

Perlico delivers a complete portfolio of telecom services including voice, line rental, broadband DSL, Wifi Internet hotspots and Internet dial-up to both residential and corporate customers nationwide. All customers are provided with single billing, where they receive one bill for Perlico's telephone calls, Internet services and their telephone line rental. The company guarantees to undercut Eircom's prices for every service, in some cases by up to 91%.

Perlico's Managing Director, Iain MacDonald credits the company's auditing service as a critical factor in winning this deal. "The Thomas Reed Group availed of our auditing service, which is free to all corporate customers," said Iain MacDonald. "It entails examining the number of lines used by a business and the traffic carried on each. From this we then provide impartial advice on how efficiently you use your lines and how to manage your line rental charges."

"The audit on our telecom charges was a real eye-opener," said Eamon Flemming, Purchasing/Operations Manager, Thomas Reed Group. "Straight up Perlico was able to reduce our line rental costs by EUR10,000, and this was before our call charges were examined. Their technicians found that we were not using a lot of the lines we had installed. Perlico blocked off these surplus lines, saving us thousands of pounds."

The recent ComReg survey on Irish SME's revealed that 71% of businesses believe there are savings to be gained by changing telecom supplier. "We

are winning business, not just because we offer cheaper telephone and Internet costs, but because of our customer service model," added Iain MacDonald. With Perlico, every customer is appointed an account manager from the start, who will provide quarterly examination of voice traffic and charges. All customers have a direct dial and a mobile number for their manager so they can have immediate contact at all times.

Perlico was formed in 2001 by entrepreneur Iain MacDonald, who was a significant investor in Irish call centre Solar Marketing before selling it to US company IMS. He was one of the first European employees in Nasdaq quoted Intergraph Corp. His frustration in finding an efficient telco provider in Ireland while operating these businesses motivated the foundation of Perlico.

Perlico's board of directors and private investors include Dr Jim Mountjoy who has 30 years' experience in the telco sector. He was a co founder of Euristix, which was sold at a value of US\$160m when the company was acquired by Marconi.

Chairman is Malcolm MacDonald, former senior manager of Corporate Finance at ICC Bank. He also held senior executive positions in Bank of Scotland and IDA and worked for the World Bank and European Bank in consultancy roles. Other directors include Roger Bannon of chartered accountants Bannon & Co who is also Chairman of Toronto listed Geomatics Inc and was Financial Director with Third Force (formerly RTG) where he was responsible for the flotation process.

Ends



Here is the edited text. Length has been cut by more than half, the style is punchy and suited to *Business Plus*, all essential information has been preserved, and the headline tells almost all the story.

NOTE: The original text managed to get the name Thomas Read wrong — Reed instead of Read. This is the kind of error many editing services miss. Not publicEye media...

207 words

Perlico Chops 25% Off Read Group's Telecoms Costs

The Thomas Read Group, the bar and restaurant chain which has transferred all its telecoms business to Perlico Communications, has reduced its telecom costs by approximately 25% since the switch. Perlico md Iain MacDonald attributes this to his firm's auditing service.

Says MacDonald: "It's free to all corporate customers and entails examining the number of lines used by a business and the traffic carried on each. We then advise on how efficiently the lines are used and how to manage line rental charges."

"The audit on our telecom charges was a real eye-opener," says Eamonn Fleming of Thomas Read. "Perlico was able to reduce our line rental costs by €10,000 — even before our call charges were examined. Their technicians found we were not using some lines we had installed and blocked off these, saving us thousands."

A recent ComReg survey of Irish SMEs revealed that 71% believe there are savings to be gained by changing telecoms supplier. Thomas Read's experience bears this out.

MacDonald again: "We are winning business, not just because we offer cheaper telephone and internet costs, but because of our customer service model. With Perlico, every customer is appointed an account manager from the start, who provides quarterly examination of voice traffic and charges."

Ends

Caption:

From left: Iain MacDonald, managing director of Perlico; Eamonn Fleming, purchasing manager with Thomas Read Group; and Aidan Lacy, account manager with Perlico