

VARO

Your Energy and Telecom Advocate



Overview

Since 2003, VARO has been an advocate for businesses to rely on for guiding their energy and telecom purchase decisions. With more than **50** years of experience in U.S. market deregulation, VARO brings a fundamental understanding of the dynamics and complexities beneath the restructuring of federal and state regulations in both industries.

Decades of experience working for telecom & energy companies has built a unique perspective among VARO's professionals – inside knowledge that now works for our clients on their side of the negotiating table!

Our advocacy decreases the time you spend meeting with prospective service providers and gathering underlying details and proposals for energy and telecom services.

We bring to you the analyses and recommendations required to make confident, informed decisions – and remain at your side to ensure implementation of the services and to provide ongoing support.

Market Knowledge: How does a decision maker distinguish between the dozens of different service providers knocking on their door? VARO's experience from inside the energy & telecom industries cuts through the fog created by sales and marketing programs competing for your business. Our industry knowledge and relationships enable true comparative assessments between multiple supplier proposals – saving you precious time as we prepare the analyses and recommendations behind your decisions.

Industry Knowledge: Perhaps the greatest challenge to making confident purchasing decisions is the general lack of information to help decision makers understand what they need to know about "utility deregulation" and how to apply that knowledge. VARO brings a fundamental understanding beneath the restructuring of federal and state regulations in the energy & telecom industries – and we translate this knowledge to our clients for practical application.

Telecom - Network Technologies: Telecom regulatory change in the 1980s and 1990s changed the landscape of how telecom and network services are procured. These changes brought about vast changes in service providers and technology that continues today. VARO's professionals bring decades of experience that can guide your decisions for data-voice networks and IT-based services to the desktop.

Energy-Demand Side Management: Aside from purchasing energy at favorable prices and terms, the foremost objective for any business is to reduce its overall demand for energy. We can connect you with the right programs and resources to analyze the current energy profile for your facilities and operations – and the options and economics behind conservation-minded improvements.

Contract Management: Our familiarity with industry contracts helps our clients focus on the key terms that may impact their purchase decisions – and may help distinguish between competing service providers. We maintain an active database of executed contracts and take the initiative in advising our clients of approaching deadlines for the next cycle of decision making.

Competitive Pricing Ensured: VARO is licensed in key states and authorized to work directly with nearly 20 premier service providers. Having previously worked inside the energy & telecom industries, we have strategic knowledge on the products and pricing methodologies offered by competitive suppliers. And we utilize this expertise on behalf of our clients as we conduct bids and RFPs from multiple service providers to ensure highly competitive proposals to our VARO clients.



Contact VARO to learn how we can be your advocate for informed energy & telecom decisions!

Call: **716.810.1111** or Email: info@varo1.com