

Telecom Efficient Rebrands as TekEfficient, Launches Business Technology Bundles

New Brand Is Representative of Portfolio that Now Includes a Diverse Selection of Technology and Telecommunications Services

Denver, Colo. – February 26, 2015 – Telecom Efficient, a national master agent and [IT consulting](#) firm, today announced it has rebranded as TekEfficient, Incorporated. The new brand reflects the company's rapidly evolving provider portfolio of cloud computing, software, hardware, backup and disaster recovery, IT services and support, and data center services. TekEfficient will continue to offer telecommunications services such as network, Internet and voice.

With the rebranding, TekEfficient is launching new [business technology bundles](#) that are immediately available to customers and partners.

TekEfficient bundles reduce the time IT executives spend on technology by combining common elements into one easy-to-manage package. Customers place bundle orders based on the number of employees and capacity needs. TekEfficient does the rest. Bundles may also be customized with additional capacity and other add-ons.

"We started in telecom, but our mission has always been to make the lives of IT executives easier," said Patrick Etheridge, founder and president of TekEfficient. "Today, we are a full-service technology company with more than 1,000 different portfolio services and a partner program with 100-plus master agents, VARs, and IT services providers."

CenturyLink named Telecom Efficient its top hosting and top [cloud](#) sales partner of 2014. TekEfficient's award-winning success selling these strategic, new technologies underscores its decision to rebrand.

"It's been exciting to watch Telecom Efficient's rapid growth and evolution into providing a deeper and more strategic suite of solutions," said Blake Wetzel, vice president of the CenturyLink Channel Alliance. "Telecom Efficient's evolution into the new brand TekEfficient demonstrates its commitment to leading customers into the future with new technologies like cloud infrastructure and software-as-a-service to improve business efficiencies."

For more information, please visit www.tekefficient.com.

About TekEfficient

TekEfficient is a national master agent that offers well-rounded IT consulting and procurement services to direct customers and a rewarding partner program to technology sales organizations. 500+ customers and partners use one TekEfficient agreement to access 1000+ software, cloud, datacenter, telecom and Internet services. Small-to-mid-sized (SMB) businesses save time and money with TekEfficient bundles that combine commonly used technologies into one easy solution. Discerning companies of all sizes and industries choose TekEfficient for our flexible and efficient processes, humble and friendly personnel, neutral and insider provider relationships, and diverse technology portfolio.

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