

For Immediate Release

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## **Bucks County Technology Company Founders Launch OpDecision to Connect Companies with Communications Vendors**

Southampton, Pa. - Most business people associate advances in communication technology with the ability to connect anytime, anywhere. However, for IT professionals, progress brings new challenges and increased workloads, often leaving them little time to deal with their core responsibilities.

OpDecision LLC, a suburban-Philadelphia company launched by the founders of BlueStream Technologies and New Age Communications, is turning this burden into opportunity. CEO Jay Milgrom explains, "With so many new technology choices, we have found that our customers need help navigating the jungle of options. OpDecision is that guide, a one-stop resource for making optimal technology decisions."

The company will help telecom, IT and networking decision makers procure equipment and select services for their organizations. Other offerings include: wireless cost analysis, carrier cost analysis, vendor selection, outplacement services, consulting, and network optimization.

### **Drawing from Experience**

Bucks County residents Brad Singer and Jay Milgrom teamed up in 1991 to launch New Age Communications. Singer's marketing ability and relentless work ethic were key ingredients in the company's early success. As the company grew, he employed his operational savvy to build a national distribution network, set up warehouse facilities, implement efficient shipping and receiving activities, and hire and train a team of associates.

Milgrom grew the company into a national brand and a leading provider of technology asset management services. Over 12 years, the company assisted Fortune 1000 companies and thousands of small- and medium-sized companies. During the dot-com boom, Milgrom envisioned a new channel for used telecom equipment and launched TelecomAuction.com, the first and only pure online auction for the telecom industry.

Both companies were acquired by an investment group in 2001. Milgrom and Singer stayed on to manage operations. In 2003, they co-founded BlueStream Technologies, reacquired New Age Communications, and expanded operations to include networking equipment and other enterprise technologies. Today BlueStream Technologies' client list includes a large percentage of Fortune 1000 companies, including Barnes & Noble, Paychex, Masco, Owens-Illinois and Bed Bath & Beyond.

Singer said he is excited about utilizing his experience and relationships to provide customers with the most beneficial solutions, "Companies want to know they're making optimal technology decisions, choosing the best equipment and services, and maximizing value. We figure we can help, and that's what OpDecision is all about."

For more information about OpDecision, please visit our Web site at [www.opdecision.com](http://www.opdecision.com).