



Digital Planet, TAG Form TAG Telecom Alliance

<http://www.phoneplusmag.com/hotnews/digital-planet-tag-form-tag-telecom-alliance.html>

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[Technology Assurance Group \(TAG\)](#), a training and buying consortium of independently owned unified communications companies, announced Monday that it has partnered with master agency [Digital Planet](#) of St. Paul, Minn., to form the TAG Telecom Alliance.

The TAG Telecom Alliance was created in order to bring TAG Members a compounding recurring revenue stream from carrier services. TAG members will receive an additional monetary bonus based on the cumulative billings of all TAG members. In addition, Digital Planet's volume through its carrier relationships enables TAG members to increase the points they are currently receiving from their own direct relationships.

Digital Planet has relationships with more than 50 telecom carrier sources and also offers equipment solutions from Toshiba and Avaya.

"TAG is always looking for ways to increase member benefits with our core strategic partners and we're thrilled that Digital Planet has risen to the occasion," said Brian Suerth, executive vice president at TAG. "We are excited with what this program delivers to our members, and we are looking forward to a successful long-term relationship with Digital Planet."

"VARs and IT Solutions providers have massive untapped telco and network services revenue opportunities with their existing customers," said Shawn Schmidt, co-founder of Digital Planet. "The decades-long challenge for these providers has been assigning expert resources to tap into this revenue stream while maintaining end-user satisfaction, and the integrity of strong, long-term customer relationships. Digital Planet partners with companies like TAG Members to do just that, and our results have been outstanding."