

Final press release

## **Tribold selected as Telekom Austria's centralized product catalog platform**

London, UK and Vienna, Austria, 13<sup>th</sup> May 2008 – Telekom Austria AG has chosen Tribold to provide its centralized product catalog and management capability, a move that will centralize the disparate product catalogs currently in place at Austria's leading communications services provider. The new platform will allow for the creation of new products and services across product lines and feature configurable products and add-ons to allow Telekom Austria's marketing team to create customised service offerings. The centralized product catalog will ensure operational savings and efficiencies and reduce the time to market for new services.

Tribold's Product Portfolio Manager™ suite will integrate fully into Telekom Austria's BSS/OSS applications, providing a single, comprehensive view of product information across Telekom Austria's service offerings and automating the process of product management end-to-end.

Helmut Leopold, Managing Director, Platform and Technology Management, Telekom Austria, commented: "A centralized catalog is essential in effective product management in the increasingly competitive world of communications. Frequent and rapid new product introduction is central to retaining a competitive advantage, acquiring new customers and retaining existing ones. The disparate nature of our existing product related information in different BSS / OSS systems was clearly having an impact on our ability to deliver new services quickly and cost-effectively. Centralized product catalog plays one of the cornerstone roles in the transformation of our comprehensive BSS / OSS landscape".

Mario Huterer, Director, Marketing Wholesale and Platform Management, Telekom Austria, said: "We undertook a thorough evaluation of the product management solutions and Tribold was better than other competing options in almost all of our evaluation criteria. This centralized product catalog gives us the possibility to structure our marketed products out of a very much reduced number of streamlined 'basic' products and to drastically optimize our production efficiency. I'm happy that we've got a mature product life cycle management solution that will meet our immediate needs and support us in creating and capturing quickly new market opportunities."

Simon Muderack, COO of Tribold, added: "Communication service providers across the globe are recognizing that an integrated centralized product catalog is the foundation upon which to build effective and efficient product management. Without a single view of product data across the business, a CSP is going to find that its competitors are bringing new, valuable services to market more quickly and, through that, offering improved products to existing subscribers and winning new customers. We look forward to continuing to work with Telekom Austria to deliver substantial and quantifiable benefits in the areas of time to market and cost to market."

#### **About Telekom Austria**

Telekom Austria is Austria's leading provider of telecommunications services. It was listed on the Vienna and New York stock exchanges in November 2000. The Group has two main business areas: the wireline segment encompasses fixed line telephony, data and Internet, and the wireless segment covers mobile communications. Telekom Austria has international operations in the Czech Republic, Croatia, Slovenia, Bulgaria, Serbia, Macedonia, Belarus and Liechtenstein.

For more information, visit the Telekom Austria web site at [www.telekom.at](http://www.telekom.at).

#### **About Tribold**

Tribold is the world's leading provider of Product Management enterprise software specifically developed for Communication Service Providers (CSPs). The Tribold Product Portfolio Manager™ (Tribold PPM) is a single, integrated suite of enterprise product management applications that empower CSPs to put products at the heart of their business. Tribold PPM is based on a Centralized Product Catalog and includes Product Data Management (PDM), Product Data Integration (PDI), Product Lifecycle Management (PLM), Product Business Intelligence (PBI), and Product Channel Management (PCM) applications.

Dramatic improvements in product management performance enable CSPs to drive increased profit by taking products and services to market faster, improving customer service through self-selection and enhancing operational efficiency.

Headquartered in London, and with offices in North America and Asia, Tribold was founded in 2003 and is privately held.

For more information visit [www.tribold.com](http://www.tribold.com).