

## **ConceptWave Wins HP CMS Business Partner of the Year Award**

*ConceptWave Order Care<sup>(R)</sup> recognized as a critical component of HP's NGOSS Service Fulfillment portfolio for second year in a row*

**TORONTO – December 16, 2009** - ConceptWave Software Inc., a leading provider of product catalog, service catalog, and order management solutions, revealed today that HP has awarded the company its second consecutive "Partner of the Year" award. The award recognizes ConceptWave's unwavering commitment to expanding HP's NGOSS Service Fulfillment capabilities worldwide.

By utilizing ConceptWave's advanced technology and applications within HP's NGOSS domains of product, service and order lifecycle management, HP has combined ConceptWave's "best in class" innovation with HP's "best practices". HP is a reseller of ConceptWave's Order Care<sup>®</sup> suite of solutions. The market has responded to the joint offering with increasing interest as evident by numerous Communications Service Provider (CSP) opportunities, along with industry analyst recognition of the importance of the solution.

"This award is one in a series of events proving that order management has become a critical investment for CSPs", said Arindam Banerjee, Yankee Group Vice President. "HP's success in deploying ConceptWave's solution demonstrates that it plays a pivotal role in enabling the transition from bundled to highly personalized services, allowing CSPs to provide exemplary customer service at every touchpoint."

ConceptWave Order Care<sup>®</sup> provides out-of-the-box solutions that automate and facilitate product and service lifecycles, from initial product concept, through design and rollout, to eventual retirement. ConceptWave's Order Care<sup>®</sup> suite also manages the lifetime of an individual customer order, from order entry and validation through to the decomposition of that order. By leveraging this joint solution, CSPs experience accelerated service rollouts and reduced provisioning times, resulting in increased ARPU and reduced operating expenditures. ConceptWave Order Care<sup>®</sup> runs on high-performance HP Integrity platforms with the HP-UX operating system and supports SOA-enabled environments.

Says ConceptWave Vice President of Marketing and Business Development Chun-Ling Woon, "ConceptWave's solution produces quicker order-to-cash processes, increase cross and up sell, and allows CSPs to realize a significantly lower fulfillment TCO. We are honored to be recognized by HP for the second year in a row."

This year's awards are presented at the HP Communications World Conference in Hamburg on December 16, a flagship event setting out HP's CSP strategy for the year ahead. Communications World is the premier event for IT professionals in the communications, media and entertainment industries.

### **Partners Powered by ConceptWave**

Partners Powered by ConceptWave leverage the company's carrier-grade catalog and order management (OM) solutions to allow Communication Service Providers (CSPs) to rapidly provision and manage telecom orders. ConceptWave Order Care solution is designed specifically to accelerate CSP rollout with greater efficiency and reduced deployment times. Utilizing a modern SOA architecture and a meta-data application/development model, ConceptWave provides a highly scalable and flexible platform to support NGOSS environments.

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