

## ConceptWave Expands Partner Program Worldwide

*ConceptWave extends global presence to enable rapid service delivery in Asia Pacific region*

**DENVER – Management World Asia 2009 - January 13, 2009** - ConceptWave Software Inc., a leading provider of catalog management and order automation solutions, today unveiled the company's enhanced global partner program at Management World Asia 2009. The broadened scope of ConceptWave's partner initiative positions ConceptWave Order Care™ suite of solutions as a mainstream offering in the service fulfillment space.

ConceptWave Order Care™ is designed specifically to accelerate production rollout with increased efficiency and reduced time by utilizing a modern pre-configured SOA architecture and metadata application development model. The newly enhanced ConceptWave partner program enables strategic partners to help communication service providers (CSPs) worldwide leverage the company's suite of solutions to rapidly provision and manage telecom orders via a highly integrated, scalable and flexible platform.

"The growing complexity of converged service delivery has resulted in increased market demand for order handling software that can drive operational efficiency and end-to-end process visibility in real-time. In order for service providers to differentiate themselves in a highly competitive market, it becomes extremely critical for them to strategically focus on catalog and order management", said Ari Banerjee, director of Enabling technologies, Yankee Group. "With the expansion of ConceptWave's partner program, ConceptWave Order Care™ is now widely available to meet market demand for a vital component to support convergent and IT services in multi-product environments."

ConceptWave's partnership program consists of two different levels; ConceptWave Certified Solution Partners and Partners Powered by ConceptWave.

The ConceptWave Certified Solution Partner program consists of weeks of rigorous in classroom and hands-on training. Certified partners have preferential treatment in deployment projects with close supervision assistance from ConceptWave. Upon certification, partners are allowed rights to develop and build applications using ConceptWave Order Care development licenses and have access to subject matter experts for refresher training on an ongoing basis.

Partners Powered by ConceptWave enables OEMs to leverage ConceptWave's highly configurable product set that is bundled into the partners own solution offerings on a wholesale basis.

"Most software vendors simply repackage similar messages and themes on paper, making it extremely difficult for partners and CSP's to differentiate one offering from another," said Mahmud Noormohamed, vice president Global Partnership for ConceptWave. "ConceptWave's enhanced partner offerings enable both partners and ConceptWave to offer unique shared Intellectual Property to CSPs worldwide to enhance RAD deployment methodology and cost-effectively shorten time to market."

For more information on ConceptWave Certified Solution Partners and Partners Powered by ConceptWave, please contact [queries@conceptwave.com](mailto:queries@conceptwave.com) or call 1-905-405-2188.

**About ConceptWave Software Inc.**

ConceptWave provides breakthrough order handling solutions that allow communications service providers to achieve cost-effective fulfillment operations and swiftly launch new services. ConceptWave Order Care®, is a highly flexible application that addresses catalog management, order negotiations, order decomposition, and the orchestration of all tasks involved in fulfilling telecom orders. The ConceptWave Order Care suite has been deployed around the world in tier one service providers for voice, data and triple play solutions. ConceptWave was co-founded by Zarar Rana, President and CEO, and Dr. Ivan Chochlekov, CTO. ConceptWave can be reached at 905-405-2188, or on the Web at [www.conceptwave.com](http://www.conceptwave.com).

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