

ConceptWave's Rapid Proof-of-Concept (RPOC) Reduces Implementation Risks for Communication Service Providers Worldwide

RPOC approach enables CSPs to quickly and cost-effectively predict Return on Investment (ROI) based upon ConceptWave's Order Care® solutions

Toronto, Canada – March 16, 2009 - ConceptWave Software Inc., a leading provider of order automation and product catalog solutions, today announced a new Rapid Proof-of-Concept (RPOC) packaged offering. ConceptWave's RPOC offers a new approach enabling Communication Service Providers (CSPs) to quickly and cost-effectively benchmark ConceptWave's Order Care® software as a candidate solution during a multi-vendor software evaluation process.

RPOC utilizes client-specific data within a use case context to realistically demonstrate order automation and product catalog solutions within an environment which is highly relevant and unique to each client's requirements. A standardized approach based upon best practices, ConceptWave's RPOC offering can be configured and fully implemented within two to four weeks depending upon the client's needs. The RPOC fee is waived upon a client's decision to purchase ConceptWave's Order Care solution.

"Most software vendors simply repackage similar messages and themes on paper, making it extremely difficult for clients to differentiate one offering from another," says Zarar Rana, President and CEO of ConceptWave. "With ConceptWave's RPOC, clients have the opportunity to observe how the software operates and fits within their own environment. This approach quickly exposes the vendor's strengths and weaknesses which may otherwise be camouflaged within a scripted product demo or within the pages of an open tender response. ConceptWave's RPOC operationally and financially mitigates implementation risk and accelerates the decision-making process for clients."

ConceptWave's RPOC is available via two different offerings, RPOC and RPOC Lite. RPOC is a four week fixed cost engagement which includes software installation within the client's environment, configuration of use cases to client requirements (including live system interfaces where applicable), ConceptWave-led workshops and an evaluation checklist/documentation of results. RPOC Lite is a two week, smaller scope version of RPOC where ConceptWave supplies the environment and simulates system interfaces. In both versions, clients can leverage ConceptWave's (or third-part certified partners) team of professional services resources including software architects, business analysts, application developers and project managers to manage the RPOC project with the client team.

RPOC is also positioned to help clients identify and refine business requirements that may not have naturally emerged utilizing traditional approaches during the tender process. Clients can experiment with ConceptWave's products to simulate marketing or operational concepts and/or validate TM Forum architectural principles such as SOA, eTOM, SID and NGOSS within a practical application development environment.

ConceptWave is accepting orders for RPOC effective immediately. For more information on RPOC and/or ConceptWave Order Care solutions, please contact queries@conceptwave.com or call 1-905-405-2188.

About ConceptWave Software, Inc.

ConceptWave Software Inc. develops and markets order and catalogue management solutions that improve operational efficiencies and facilitate the rapid delivery of new services for the Communications Service Provider market. ConceptWave Order Care is a highly configurable order handling and product management platform that supports end-to-end flow-through order capture, order management and product lifecycle management through a fully-integrated J2EE/SOA product platform. ConceptWave solutions have been proven in the marketplace with over 20 successful deployments worldwide. ConceptWave Order Care is also sold through OEMs and global system integrator partners. ConceptWave can be reached at 905-405-2188, or on the Web at www.conceptwave.com.

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