

# PRESS RELEASE



## ConceptWave® Selected as One of Stratecast's Global OSS/BSS '10 to Watch'

### *ConceptWave Order Care® Fills Market Gap for Service Providers Challenged with Delivering Complex Offerings*

**DENVER – April 1, 2009** - ConceptWave®, a leading provider of product catalog management and order automation solutions, has been named one of Stratecast's Global OSS/BSS 10 companies to watch in 2009 for its success in complex product catalog and order orchestration projects in the communications industry.

Frost & Sullivan's Stratecast Division presents this award to a group of ten OSS/BSS vendors it identifies as being agile and well-managed, emerging as real competitors to the established OSS/BSS elite. ConceptWave is being recognized for its agility, market savvy, culture of innovation and differentiated product offerings.

"The communications industry has many ordering and product catalog offers in the market today," says Frost & Sullivan's Susan McNeice, global director of communications infrastructure and support systems research. "What sets ConceptWave apart is that the company fills a market gap by building a bridge between customer-focused product catalogs and network-focused service catalogs, a much needed capability for CSPs facing the challenge of complex, multi-service orders."

"As the only integrated product catalog and order management solution available on the market, ConceptWave is honored to be recognized as a formidable player in global OSS/BSS markets to today's leading service providers," said Chun-Ling Woon, vice-president of marketing and business development for ConceptWave. "With the ability to offer the service velocity CSPs need to meet evolving market demand, ConceptWave Order Care® delivers competitive advantages by accelerating new product offers and optimizing provisioning."

The ConceptWave Order Care suite is a highly configurable catalog management and order handling platform that includes order negotiation, order management, catalog management, and order analytics to support end-to-end workflow through order capture, order orchestration and decomposition. Communications Service Providers (CSPs) leverage these products for handling complex orders for multi-component offers such as triple-play across multiple networks, operational platforms and offer types.

Award recipients are chosen based on the Stratecast analyst team's annual review of product innovation in key telecommunications markets. The analysts also consider the collaboration of communications service providers and suppliers to deploy specific innovative solutions, the pace of product innovation and the potential relevance or significance of the solution to the overall industry. This Award recognizes the successful emergence of these companies and their commitment to innovation.

## **About ConceptWave**

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](http://www.conceptwave.com).

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## **About Stratecast**

Stratecast assists clients in achieving their strategic and growth objectives by providing critical, objective and accurate strategic insight on the global communications industry. As a division of Frost & Sullivan, Stratecast's strategic consulting and analysis services complement Frost & Sullivan's Market Engineering and Growth Partnership services. Stratecast's product line includes subscription-based recurring analysis programs, our weekly opinion editorial, Stratecast Perspectives and Insight for Executives (SPIE) and research modules focused on a single research theme or technology area such as IMS and Service Delivery Platforms, Managed and Professional Service, Mobility and Wireless, Multi-Channel Video Programming Distribution, and Secure Networking. Custom consulting engagements are also available. Visit Stratecast at [www.stratecast.com](http://www.stratecast.com).

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