

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

*ConceptWave Order Care® recognized as a critical component of HP's 'Next-Gen OSS' portfolio*

**DENVER – Dec. 10, 2008** - ConceptWave Software Inc., a leading provider of catalog management and order automation solutions, revealed today that the company has been selected as a winner of HP's prestigious CMS Business Partner of the Year Award. The awards honor partners in the Europe, Middle East and Africa region who have demonstrated outstanding commitment to HP Software and HP's Communications and Media Solutions (CMS) business group.

ConceptWave Order Care was selected on the basis of its ability to fill a functionality gap in HP's 'Next-Gen OSS' portfolio. The combined solution automates service provisioning and helps service providers deliver products and services to market faster and more cost-effectively. In addition to being recognized for a strategic win and a strong channel of business that has been created during this past year, ConceptWave has demonstrated loyalty in collaborating with HP to develop new business opportunities and contributing to HP's leadership position in the telecom service fulfillment space. HP is a reseller of ConceptWave's Order Care suite of solutions.

ConceptWave Order Care is a highly configurable catalog management and order handling platform that supports end-to-end workflow through order capture, order orchestration and decomposition. Enabling order lifecycle management through a fully-integrated J2EE/SOA and NGOSS product platform, ConceptWave Order Care runs on high-performance HP Integrity platforms with the HP-UX operating system and supports SOA-enabled environments.

The new ConceptWave and HP solution provides complete end-to-end service fulfillment from order capture to service activation. Communications service providers (CSPs) leveraging this joint solution will enjoy accelerated service rollouts and reduced provisioning times, resulting in increased ARPU and reduced operating expenditures.

"Being honored by HP as a CMS Business Partner of the year is a testament to ConceptWave's industry leading order management suite of solutions," said Zarar Rana, CEO and President for ConceptWave. "Our ability to rapidly provision and provide real-time end-to-end process visibility ensures that HP's customers worldwide can leverage ConceptWave Order Care to successfully meet market demand for more services and products."

This year's awards are presented at the HP Communications World Conference in Vienna on December 9, a flagship event setting out HP's strategy in this area for the year ahead. Communications World is the premier event for IT professionals in the communications, media and entertainment industries.

### **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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