

ConceptWave Catalog Management is Certified Compliant to TM Forum Information Framework (SID)

SID Compliance Promises Reduced Integration Costs, Adoption of Industry Best Practices for ConceptWave's Service Provider Customers

TORONTO – May 18, 2010 – ConceptWave Software Inc., a leading provider of product and order lifecycle management solutions for the global telecom market, today announced that it has successfully completed the TM Forum's Compliance Certification program against the Information Framework (SID) for its Catalog Management (CM) product. TM Forum has awarded ConceptWave the TM Forum Compliance Mark after ConceptWave has demonstrated that its Catalog Management product meets the rigorous standards set by the compliance tests.

TM Forum's Compliance Certification process uses a combination of prescribed self-testing and external verification. TM Forum's Information Framework (SID) provides an information reference model and a common business vocabulary for interoperating systems, thereby significantly reducing data migration and/or data system communication costs. CM integrates and rationalizes Communication Service Provider (CSP) existing product and service information, providing an infrastructure to efficiently define, introduce, manage and retire product offerings. It also simplifies management of offers, bundles, and discounts.

"Requiring vendors to be compliant with standards is becoming vital for CSPs today," said John Reilly, Distinguished Fellow of the TM Forum. "Although standards compliance was once optional, CSPs will not survive today without the lower Total Cost of Ownership provided by standard interfaces and data models. Yet determining compliance is absolutely not a trivial task. For this reason, a trusted compliance testing procedure provided by an organization like the TM Forum is essential."

ConceptWave's commitment to the use of TM Forum standards, along with its willingness to undergo the formal compliance testing process, benefits service providers in two ways. First, ConceptWave builds upon best practices embodied in TM Forum standards, providing greater competitive differentiation and lower costs to its clients. Secondly, by using a standard interface, ConceptWave software can be integrated with other service provider systems more rapidly and at lower cost.

"We chose to be an early adopter of the TM Forum's standards compliance testing program," said Zarar Rana, ConceptWave CEO. "By taking the initiative to undergo formal testing, we hope to communicate to our service provider customers that we understand the importance of cost reduction and more agile business processes, and that we are willing to make a substantial up-front investment to help our customers to reach their goals."

About ConceptWave

ConceptWave is a leading provider of product and order lifecycle management solutions that enable communications service providers to rapidly introduce new market offers. Our catalog-driven order fulfillment solutions enable customers to immediately change existing offers to meet competitive needs and simplify the management of service orders while ensuring a superb customer experience. For more information, please visit: www.conceptwave.com.

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