

New Service Management Alliance (SMA) Showcases OSS Solutions at TeleManagement World

SMA helps European service providers reach their strategic business goals for efficient service quality management

Telemanagement World, Nice, France, May 17, 2004— The four members of the recently formed Service Management Alliance are showcasing their integrated OSS solutions in Europe for the first time at TeleManagement World in Nice.

The members of the *SMA* – Argogroup, Casabyte, NetTest, and WatchMark-Comnitel – are working together to ensure that their products are fully interoperable. This, in turn, helps operators the world over manage their networks and services much more easily.

According to Lowell Anderson, Interim Chairman of SMA, “Europe is a tremendously exciting market for the *SMA*. All our customers are looking to source best-of-breed OSS solutions, but to do it without paying the integration overhead that normally comes with this strategy. The *SMA* member companies are committed to making its products work seamlessly together so that operators can provide the best data and voice services to their customers and do it as cost effectively as possible.”

The *SMA*’s main aim is to ensure interoperability between products from all its members. *SMA* provides a forum for systems vendors who are interested in developing and delivering service-management solutions to wireless service providers. The forum serves as a focal point for discussion and for the advancement of service management solutions and encourage cooperation between member companies for the development of solutions and knowledge within the service management sector.

“WatchMark-Comnitel is proud to be a charter member of *SMA*. It will be an important resource to promote advancement, awareness, and industry collaboration of service management solutions for the benefit of wireless service providers,” said John Hansen, CEO, WatchMark-Comnitel.

As each member of the alliance contributes deep specialist knowledge in the different aspects of Service Quality Management, the *SMA* is expected to become an industry-leading source of knowledge of state-of-the-art Service Quality Management techniques and methods.

Allan J. Vestergaard, President and CEO, NetTest, explains: “We are proud to help our customers by combining our unique knowledge with that of other *SMA* members to further the success of our industry. By co-operating with other *SMA* members we are creating added value for our customers. No other single company in our industry can deliver that today.”

A significant goal of the *SMA* is to establish members as “thought leaders” in the industry and to explore new opportunities that extend the boundaries of knowledge and application of service management solutions.

John Read, President of Casabyte, feels the Group offers a real alternative to single company solutions: “The wireless industry is still at an early stage of development. Operators want to buy best-of-breed infrastructure solutions that allow them to differentiate on service quality, but without the support and integration overhead normally associated with buying products from a range of different vendors. By committing to fully integrating our products and making them jointly easier to support, operators get the best of both worlds.”

One of the primary drivers for the creation of the *SMA* was the demand from service providers to deploy service management solutions that offer interoperability between the best-in-breed components to allow them to more efficiently manage their network and services.

“Each member of the Group has already achieved great success in selling their individual solutions,” says David Frodsham, CEO of Argogroup. “The market is already telling us that individually we have the best infrastructure solutions available. Now that our products are working together seamlessly, they should be even more attractive to wireless operators.”

Other Service Assurance vendors interested in membership in the *SMA* are invited to contact interim *SMA* Chairman, Lowell Anderson, at lowell.anderson@watchmark-comnitel.com.

About WatchMark-Comnitel

WatchMark-Comnitel's solutions for wireless network performance management, service quality management (SQM) and service level agreement (SLA) management solutions have been deployed by more than 100 wireless network operators worldwide and sourced by leading wireless network equipment providers. The company operates globally with a strong North American and European investor base. The company is headquartered in Bellevue, Washington USA with its European headquarters in Cork, Ireland, sales and support office in St. Albans, UK and 3G center of excellence in Stockholm, Sweden. To learn why more than 100 wireless network operators trust WatchMark-Comnitel as their service assurance software provider, visit www.watchmark-comnitel.com.

About NetTest

NetTest (www.nettest.com) is a leading specialist in the field of test and measurement instruments, plus comprehensive network monitoring solutions that enable global telecommunication leaders and large enterprises to optimize their business performance. NetTest's solutions give customers vital insights into the function and performance of their networks, allowing them to make informed decisions that drive profitability by enhancing quality and minimizing infrastructure investments.

About Casabyte, Inc.

Casabyte, Inc. is a world leader in providing automated quality assessment technology to the wireless industry. Casabyte's advanced wireless QoS solutions enable wireless service providers, equipment vendors, applications providers and system integrators to remotely monitor and audit the quality and availability of subscriber services. Telecommunications companies worldwide count on Casabyte Wireless QoS solutions to optimally manage wireless networks. For more information, please visit www.casabyte.com

About Argogroup

Argogroup helps mobile network operators consistently deliver the best possible user experiences for their data services. Argogroup specialises in User Experience Optimization, the discipline that improves every service by validating it from the user's perspective. The company's Monitor Master product is the only comprehensive quality management platform in the mobile data marketplace, supporting all payloads and transports. Over thirty mobile operators already use Monitor Master to deploy services that every user can enjoy, including Vodafone, Orange, T-Mobile, O2 and AT&T Wireless.

Argogroup is backed by Apax Partners and 3i. Its headquarters are near Guildford, UK, with offices in Seattle, Paris and Stockholm. For more information, visit: www.argogroup.com.

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