WHY SHOULD YOU PARTNER WITH CONCEPTWAVE?

ConceptWave's Product Roadmap is uniquely focused upon Product, Order and Customer Lifecycle Management solutions. Furthermore, it is specifically designed for Communication Service Providers to create a competitive advantage in the area of Time to Market and Operational Efficiency (OPEX reduction).

ConceptWave provides a simple, value-based licensing and deployment model that facilitates predictable TCO, with delivery model that demonstrates value in 4-6 month increments at considerably less cost compared to competitive alternatives.

The analyst community has recognized ConceptWave's achievements within the PLM/OLM/CLM space and compares us (favorably) with our competitors. All ConceptWave customers are still realizing value from their original Order Care investments, and every customer is referenceable.

Key business performance indicators from our customers include:

- Rapid implementation in 3 to 6 months
- Reduced time-to-market from 6 weeks to 4 days for major CSP introducing new products
- 3% marked increase in ARPU translating to multi-million dollars in revenue monetization
- Implementation costs reduced by more than 50%
- Reduced operational expenses of up to 30% realized
- Highly scalable: long-live transaction volumes of over 120k complex orders per hour; (benchmarked to 50 orders per second), modeling of over 800 products and 10,000 offers at a single client, with operation of over 3,000 concurrent users.

- 500% increase in order throughout during peak hour
- Complete order fulfillment with 95% order flow through
- Order Kick-outs" reduced from 40% to less than 5% resulting in significant reduction of 'revenue leakage'
- Churn and training time reduced from 6 weeks to 3 days resulting in significant cost savings in IT operational overhead, per year
- Transformation of CSR's into valuable product consultants who increased ARPU
- Customer self-care and customer experience drastically Improved

Backed By Excellence in Global Delivery

ConceptWave Software Inc. is a leader in the telecommunication market with products for he CRM and B/OSS segmentssegments. ConceptWave's unique offer is to provide an end-to-end catalog-driven suite of order fulfillment automation software with ConceWave Order Care® and Rapid CRM. Employing the Company's long standing vision of providing turnkey lifecycle solutions for CSP's, ConceptWave today is a market leader in delivering applications that span and manage the Customer, Product, and Order lifecycles.

PEOPLE

▸ Software and domain experts that understand telecom challenges and how to address them based on real-world best practices.

PROCESS

▸ Proven best practices combined with industry standards and leadership allow us to maintain reusable processes for our customers.

TECHNOLOGY

▸ Technology that has stood the test time over dozens of customer implementations. Solutions are delivered on software products with out-of-box functionality

ConceptWave Software Inc.
Our solutions are used daily by the world's leading telecom providers.

ConceptWave Software Inc. has been exclusively focused on developing leading-edge software products for the Communication Service Provider (CSP) market. ConceptWave's unique offer is to provide a catalog-driven comprehensive suite of order orchestration, fulfillment and customer care automation software.

Employing the Company's long standing vision of providing out-of-box solutions for CSP's, ConceptWave today is a market leader in delivering applications that span and manage the customer, product, and order lifecycle for CSP's.

Key Business Drivers and Value Proposition

As the communications industry continues to expand its offerings, integrate new technologies, and seek new ways to attract and retain subscribers, ConceptWave is ready to enhance any CSP's Customer, Product and Order Management operation through a iterative, modular and agile delivery. The most successful CSPs will be those who rapidly provide new capability and innovation to their customers, reduce the complexity of product and order delivery, and retain their subscribers longer than the competition resulting in improvements to average profit per user (APPU).

As demonstrated in multiple deployments, ConceptWave's products directly facilitate the reduction of activity-based costs associated with the order-process, leading to multiple benefits:

‣ Improved customer service and satisfaction

‣ Enhanced ability to rapidly launch new services for new revenue streams

‣ Marked reduction in CSR training time and related overhead costs

‣ Increased customer retention via the ability to provide innovative new services

‣ Fewer errors, data fallout and rework

‣ Solutions that capture best practices, and easily modified for evolving service needs

‣ Full integration with legacy system without changing existing code

‣ Ability, solid reputation and knowledge of working with telecom service provider teams bringing best practices

Rapid end-to-end solution delivery — interactive, intelligent, and integrated.

A synchronized people, process and technology approach to deliver complete customer, product and order lifecycle solutions.

The strength of ConceptWave's solutions begins with an innovative lifecycle approach enabling rapid engagement to revenue. Our product solutions span lifecycle management, seamlessly unifying customer, product and order management, across any CSP product, network market and channel.

ConceptWave's Customer Lifecycle solutions enable customer information management and customer information access delivery.

ConceptWave's Product Lifecycle solutions enable the rapid deployment of CSP product offers and converged bundles — from definition through to product retirement.

ConceptWave's Order Lifecycle solutions enable complete end-to-end order and services' orchestration and fulfillment.

Product Portfolio—Built for the CSP

Based upon a meta-data configuration approach, the ConceptWave software products provide a high degree of flexibility while specifically oriented for the Communications Service Provider (CSP) community. The core platform is fully Java (J2EE) compliant, leveraging the application server for scalability and reliability. Metadata configuration is a 'minimalist programming' approach, which facilitates an extremely rapid, and accurate solution implementation. ConceptWave's platform, modules, and applications have been proven through multiple large scale CSP implementations.

ConceptWave Rapid CRM
ConceptWave Rapid CRM spans the Customer Lifecycle Management (CLM) and is designed to elevate the CSP subscriber experience, quickly monetizing product lines within record service level agreements (SLAs). Rapid CRM provides a modular, telecom focused solution to CRM challenges. Providing core functionality that CSPs need today, such as customer management, subscriber profile, self-care and customer agent desktop.

ConceptWave Order Care®
Conceptwave Order Care® portfolio spans Product Lifecycle Management (PLM) and Order Lifecycle Management (OLM).

With shorter product lifetimes, shrinking ARPU, competition from new, non-traditional entrants, and multiple sales channels to market, traditional B/OSS systems are insufficient. The Order Care suite fulfills that critical need with highly agile and complete handling of order — from entry to delivery. From inception to retirement, our proven end-to-end catalog-driven order management solutions enable the creation of products and offers that customer demand with pre-configured Libraries and rules to quickly get started then easily customized to target specific needs — launching in record time.

ConceptWave Service Delivery Environment (SDE)
The product Portfolios are able to leverage a common Service Delivery Environment (SDE) that provides a proven and robust Runtime, Configuration Environment, Interface Adapters, and Management Utilities. Utilizing a common SDE, reduces time-to-revenue, reduces errors, increases productivity, and provides the best return-on-investment.

ConceptWave Rapid CRM

| SELF-CARE | CUSTOMER INFORMATION MANAGEMENT | UNIFIED WORKSTATION | SERVICE REGISTRY |

ConceptWave Order Care®

| CATALOG MANAGEMENT | ORDER NEGOTIATIONS | ORDER MANAGEMENT | ORDER ANALYTICS |

ConceptWave SDE

| APPLICATION VIRTUAL MACHINE | INTEGRATED DESIGN ENVIRONMENT | INTERFACE ADAPTERS | MANAGEMENT & PERFORMANCE |