



NETWORK cadence

Network Cadence Teams Up With Qwest and Comptel to Increase Adoption of Service Assembly Standards

TM Forum Catalyst to Extend PSA Standard So Benefits of Service Assembly Are Fully Realized

DENVER, CO--(Marketwire - April 27, 2009) - Network Cadence today announced the launch of "The Service Model" catalyst, a collaboration involving Qwest (NYSE: **Q**) and Comptel Corporation (OMX Helsinki: CTL1V), that builds on the success of the Product and Service Assembly Initiative (PSA). The first phase will be demonstrated at Management World in Nice, May 5th to May 8th 2009.

Part of the TM Forum's technology program, the Service Model catalyst will demonstrate that a consistent approach to the way that services are defined, whether telecom, OSS or Web-services, is the key to CSPs realizing the true efficiency and agility benefits of service assembly.

The catalyst builds on the PSA, adopted by TM Forum as a standard in November 2007, which established that a "Service Assembly" approach, where Communication Service Providers (CSPs) organize their business into an agile factory that can support the rapid creation, assembly and launch of new products and services, could yield significant time and cost benefits.

The core methodology is provided by Network Cadence and is a subset of its Service Lifecycle Management Model (SLMM).

"The Service Model catalyst takes the vision of the PSA and extends it to the service layer, where a standard service definition is needed so that CSPs can bring together a much broader range of components, such as content, services and applications, in a time and cost-efficient way," said Pat Burke, President of Network Cadence. "By providing a solution to the complexity created by service and technology convergence, the catalyst will enable CSPs to roll out diverse and innovative products and services more efficiently, and so compete effectively with their currently more agile competitors."

"The business and technology requirements of today's service providers are very different to those in place when current systems and processes were established," said Dr. Eslambolchi, AT&T veteran and technology visionary. "What is needed is a completely fresh look at the way business, networks, services, applications, devices and content should interact in the fast approaching virtual IPworld of communications services."

"By tackling interoperability and flexibility issues at the service layer, the more efficient management of services can be uniquely combined with the more rapid and cost effective innovation of services," said Don Toland, Chief Business Architect at Qwest. "Both of these are essential to the survival and prosperity of any service provider that is moving towards a more convergent-based set of products and services."

"The PSA has been the guiding standard for Comptel in the development of its Active Catalog, which is now the cornerstone of the Comptel Dynamic OSS offering," said Gareth Senior, CTO for Comptel. "The Service Model catalyst is an important vehicle for Comptel because it demonstrates the value of the PSA in delivering a superior time-to-market across multiple technologies, whether IT or telecom."

Further information on the Service Model catalyst is available at <http://www.tmforum.org>, and the catalyst will feature in the Forumville area at Management World Nice, May 5th to May 8th 2009.

About Network Cadence

Network Cadence helps leading communications companies to achieve market leadership through innovation. By creating more dynamic business environments, Network Cadence can help Communication Service Providers (CSPs) to improve the speed and efficiency with which new services are deployed while reducing their operational costs. Network Cadence is charter member of the Service Lifecycle Management Model (www.servicelifecyclemodel.org), an industry collaborative that aims to create a standard definition of a service

component to allow CSPs to address the high integration costs the industry faces today. For more, please visit: www.networkcadence.com

About Qwest

Customers coast to coast turn to Qwest's industry-leading national fiber-optic network and world-class customer service to meet their communications and entertainment needs. For residential customers, Qwest offers a new generation of **fiber-optic Internet** service, **high-speed internet** solutions, as well as **home phone**, **Verizon Wireless**, and **DIRECTV®** services. Qwest is also the choice of 95 percent of Fortune 500 companies, offering a full suite of network, data and voice services for **small businesses**, **large businesses**, **government agencies** and **wholesale customers**. Additionally, Qwest participates in **Networx**, the largest communications services contract in the world, and is recognized as a **leader** in the network services market by a leading technology industry analyst firm.

About Comptel Corporation

Comptel provides Comptel Dynamic OSS solutions, enabling telecom service providers to deliver services flexibly and charge them effectively. Comptel's expertise in inventory, provisioning and activation, mediation and charging empowers service providers to focus on delivering the innovative services. Comptel has provided solutions to 280 customers with 800 million subscribers in 85 countries. Net sales were EUR 85 million in 2008. The Group has about 600 employees in 18 countries. <http://www.comptel.com/>

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