

Incomit demonstrates its Application and Partner Platform at 3GSM World Congress

Submitted by: Motive Public Relations

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3GSM World Congress, Palais des Festivals, Cannes – 23rd - 26th February 2004, Swedish Pavilion Hall 2, Booth F37

Parlay Group Developer Conference, Novotel Cannes Montfleury Hotel 24th February 2004 – Incomit's CTO & Co-Founder Anders Lundqvist presents and COO & President, Mark Bole participates in Expert Panel

Leading telecoms application and partner software specialist, Incomit, will be involved in an extensive range of activities at the 3GSM World Congress, principally centred around the demonstration of its innovative, policy-based Application & Partner Platform (APP) in the Swedish Pavilion Hall 2, Booth F37.

Incomit's APP allows network operators to interact with developers and their applications in a secure and cost-effective way, whilst tightly controlling every aspect of the application's provisioning and access to the operator's network. The Web services interfaces enable fast and easy development of applications.

The APP's anti abuse and application control helps to avoid spam problems and controls access to chat and adult applications. This means that operators can generate revenues whilst safeguarding their end users, brand and reputation.

Automated partner revenue settlement eliminates complex and costly manual processes and supports sophisticated business models, simplifying revenue collection and reporting.

By enabling the migration to rich applications that combine multiple network capabilities such as location, the APP helps to generate more revenues from enterprise customers.

Application and partner life-cycle management is automated by the APP, enabling operators to focus on exploiting the best applications while reducing the burden of administration.

When operating in multiple territories the APP can help consolidate partner platforms leading to an immediate OPEX benefit and can make an operator a more attractive proposition to 3rd parties.

Incomit will also be presenting at the Parlay Group Developer Conference, running in parallel to the

show, on the 24th February 2004 at the Novotel Cannes Montfleury Hotel. Anders Lundqvist, CTO and Co-Founder will host Session 2, from 11.00am to 12.15pm – entitled 'Parlay OSA In-depth: Parlay APIs & Parlay X Web services'.

Meanwhile, Incomit's President & COO, Mark Bole, will participate in a 20 minute Expert Panel for the press/media. Session 4 at 4.00pm sees an expert panel debate on 'The Current and Future State of Parlay', with Q&A from the attendees and press.

"At this year's Congress, Incomit are working with more partners than ever before," said Mark Bole. "This demonstrates how the Incomit Application and Partner Platform is increasingly being recognised by the industry as a ground breaking solution addressing real pain points facing operators today, including the need to rationalise existing investments, evolve from simple content based applications to richer applications, handle reconciliation and subscriber privacy issues more effectively and manage more efficiently a compelling portfolio of revenue generating applications for both consumer and enterprise segments."

At the show Incomit will be announcing its collaboration with Amdocs, leading to the development of a fully integrated partner management and billing solution. By combining Amdocs Partner Relationship Management (PRM) and Commerce Payments products and Incomit's APP, the joint offering supports the entire lifecycle of applications, including partner management, application management, service charging and billing. For a demonstration, visit Amdocs stand Hall 1, Booth B24.

Incomit will also be demonstrating its capabilities on a number of other partner stands including:

Hewlett Packard (HP) Hall 1, Stand A10 – HP will be demonstrating its mobile service delivery program (MSDP), key elements of which are provided by Incomit. The HP-Incomit partnership also covers world-wide delivery, installation and support for Incomit's products.

LogicaCMG Hall 1, Stand B20 – Incomit is working closely with LogicaCMG who will also be demonstrating how Incomit's application management capabilities form part of their mobile solutions.

Intel Hall 4, Stand K24 – Intel will demonstrate Incomit's software running on Intel's Itanium based server platforms with the BEA WebLogic platform.

To meet any of Incomit's team at Cannes please come to Incomit's booth in the Swedish Pavilion Hall 2 or contact Charlotta Stenson.

About Incomit

Incomit provides a policy-based applications & partner platform for telecom operators.

We catalyse operators' success by delivering solutions to handle the rapidly growing complexity of increasing numbers of partners and applications.

The Incomit product suite provides secure, controlled access to network assets, and includes policy-based web services enabling operators to empower application developers with telecom enabled standard development environments.

Incomit was founded in 2000 and is based in Karlstad, Sweden and London, UK.

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