

AZURE STRENGTHENS REVENUE ASSURANCE OFFERING WITH INTEGRATION OF CERTO PLATFORM

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Certo Revenue Assurance provides 'validation' of Azure's next-generation RA solution and allows carriers to manage multiple projects from a single platform

Azure Solutions (stand E46), the revenue assurance company, today announced the integration of the Certo revenue assurance platform into its portfolio. Certo allows carriers to monitor and correct revenue leakage problems on their networks in real-time. The integration into the Azure portfolio means that operators can now manage a complete revenue assurance, fraud, interconnect, and route optimisation portfolio from a single vendor's technology platform. Certo also is being integrated with Azure's next-generation revenue assurance portfolio which helps validate revenue streams from next generation, 3G and IP-based networks (see today's accompanying news: Azure Launches Next-generation Inter-Party Management Solution at 3GSM 2005).

"We acquired Certo in the Connexn deal in November 2004. It provides the enterprise assurance capabilities our customers need to conduct a real-time, visual analysis of existing and next-generation networks," said John Cronin, president and CEO of Azure. "Together with our next-generation revenue assurance suite, carriers now can monitor the integrity of both traditional telecomm activity and the exponential volume and complexity of transactions generated through 3G networks and impending carrier-to-content provider relationships."

Azure's newly integrated Certo platform represents the future of enterprise-wide revenue assurance. It offers carriers the ability to deploy, manage and grow multiple revenue assurance programs based on common, easy-to-use software architecture. Certo provides the performance, flexibility and breadth of functionality needed to restore data integrity and certainty to any operator – wireline, wireless, data and cable.

Certo uses advanced process automation to provide end-to-end visibility and control of the entire revenue life cycle – faster, more cost-effectively and with greater accuracy and fewer resources than any other solution on the market. And because Certo can interface with existing revenue assurance applications and integrate results into a single monitoring and control mechanism, operators can preserve, even increase, the value of their existing revenue assurance investments.

"The acquisition of Connexn and its Certo technology bodes well for carriers rolling out next-generation offerings and solidifies Azure's position as a revenue assurance leader," said Mark Basham, senior analyst at OSS Observer. "With this announcement, Azure addresses many of the future challenges carriers will face as they interface and conduct business with a growing number of partners, many of whom are not carriers, but providers of video and data content."

The Certo Revenue Assurance platform is now interoperable with Azure's entire award-winning portfolio of revenue assurance products and services, including Interconnect Billing, International Settlements, Fraud Management, Mediation Management, Event Integrity, Route Optimisation and now, Inter-Party Revenue Assurance.

Azure is exhibiting at stand E46 at the 3GSM World Congress, taking place at the Palais des Festivals et des Congress, Cannes, February 14-17, 2005.

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About Azure (www.azuresolutions.com)

Azure is the world's largest revenue-assurance company. It is headquartered in London, with people in Westminster (Colorado), Ipswich, Paris, Frankfurt, Madrid, Barcelona, Islamabad, Kuala Lumpur, Jakarta, Singapore, Sydney and Melbourne. Azure's solutions for current -generation networks include End-to-End Revenue Assurance, Interconnect Billing, International Settlements, Fraud Management, Mediation Management, Event Integrity and Route Optimisation. Azure has also announced the Inter-party management product as the first product in its next-generation portfolio. Azure provides individual products or complete revenue-assurance solutions using a common platform and any combination of products that a customer might need. Customers can choose a system that they own and operate themselves or a bureau that Azure manages on their behalf. Azure has over 60 customers across the world comprising PTTs, mobile operators, national operators, carrier's carrier and cable TV companies. Azure has significant carrier experience and understands the problems faced by all these operators. The company's heritage can be traced back to BT in the early 1990s.

Azure was spun out of BT in April 2003 and is backed by New Venture Partners (www.nvpllc.com).

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