

# Tribold and IBM partner to serve Communication Service Providers

Submitted by: Market Accelerator Ltd

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London, UK, April 29, 2008 – IBM has signed a business partnership agreement with Tribold, recognition of the value that Tribold's solution adds to IBM's software portfolio for Communication Service Providers (CSPs). The two companies are already working together on a number of customer engagements and both companies expect to see Tribold's software increasingly incorporated into IBM Systems Integrator bids in the CSP market sector.

Tribold CEO John Rainger said: "The skill of IBM is in identifying those technologies and companies with which to partner that add disproportionate value to its offering in key markets. The partnership between Tribold and IBM is an endorsement of the strength of our offering and confirmation of the strategic role that a central product catalog now plays in any CSP's architecture."

## About Tribold

Tribold is the world's leading provider of Product Management enterprise software specifically developed for Communication Service Providers (CSPs). The Tribold Product Portfolio Manager™ (Tribold PPM) is a single, integrated suite of enterprise product management applications that empower CSPs to put products at the heart of their business. Tribold PPM is based on a Unified Product Catalog and includes Product Data Management (PDM), Product Data Integration (PDI), Product Lifecycle Management (PLM), Product Business Intelligence (PBI), and Product Channel Management (PCM) applications.

Dramatic improvements in product management performance enable CSPs to drive increased profit by taking products and services to market faster, improving customer service through self-selection and enhancing operational efficiency.

Headquartered in London, and with offices in North America and Asia, Tribold was founded in 2003 and is privately held. For more information, visit [www.tribold.com](http://www.tribold.com).