

Tribold goes to town in Orlando at TM Forum Management World 2008

Submitted by: Market Accelerator Ltd

Tuesday, 4 November 2008

London, UK, 4th November 2008 – Tribold will be out in force at the forthcoming TM Forum Management World 2008 exhibition and conference, the leading global event focusing on the management, monetization and operations of cutting-edge communications, entertainment and online services - which takes place in Orlando, Florida between the 16th and 20th of November. In addition to the company's exhibition stand (no.216), where it will be demonstrating the capabilities of a significant new product, executives from Tribold will be speaking during the conference, presenting as part of two Catalyst Program showcases, participating in the TMF Content Encounter and conducting a media roundtable. Full details about the event can be found on the website at www.tmforum.org/managementworldorlando.

John Rainger, Tribold's CEO, and Ernest Margitta, the company's Director of Product Marketing, will each be speaking at the conference. Rainger will be speaking alongside Mikael Ahman, at TeliaSonera, about the challenges faced by TeliaSonera which require a fresh approach to product management and how they expect to see their business evolve in terms of time and cost to market, innovation and quality. Margitta will be speaking alongside CSPs and Partners about how Service Delivery Platform (SDP) potential can be unlocked through dynamic product/service management.

As part of its involvement in the TM Forum's Catalyst Program and participation in the Content Encounter Tribold will participate in three demonstrations alongside Microsoft, Accenture, CA, NetCracker, Telefónica and others.

In its role in the demonstrations, Tribold will provide the product catalog and product lifecycle management (PLM) toolset to enable business-led syndication of services to form customer-facing product offerings. The Tribold application will receive services published up from the resource catalog and provide the CSP business users to see what services are available to be syndicated. The Product Manager will then use Tribold application screens to "drag and drop" the services onto the product packaging pallet and construct product offerings in real time, including the ability to set pricing, market segmentation and SLA details within the product offering. After completing the Product Offer construction, or Service Syndication, the new offers are published out into downstream systems such as Order Management, Billing & CRM.

Tribold has also been invited to participate in a roundtable set to debate why Enterprise Product Management should be at the top of the project list for BSS/OSS executives. John Rainger and Ernest Margitta from Tribold will be taking part in the roundtable which will be chaired by Keith Willetts, chairman of the TM Forum. Other participants will include Nancee Ruzicka, senior analyst at Stratecast/Frost & Sullivan, Barbara Lancaster, President of LTC International, and representatives from Tribold customers and Partners.

Simon Muderack, COO of Tribold, commented: "Our involvement in TM Forum Management World 2008 is more extensive than at any previous conference, which marks both the high esteem in which we hold the event and Tribold's own development in becoming a central player in the industry. I'm particularly excited about the new product that we'll be showcasing on the stand, though I'm not yet at liberty to divulge exactly what it is! All in all, we're expecting a stimulating few days for our customer and partners as

well as our own team on the ground in Orlando.”

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 Centralized Product Catalog (CPC) 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 reducing time to market, decreased cost to market, increased quality of the product management process and increased ability to support product and service innovation.

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.