

# Tribold receives 2008 Global Stratecast Product Lifecycle Management Product Line Strategy Award

Submitted by: Market Accelerator Ltd

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London, UK, 23rd January 2009 – At last night's Frost & Sullivan 2009 Excellence in Information and Communication Technologies Awards Banquet, Tribold was presented a prestigious industry award for its leadership in defining Product Lifecycle Management (PLM) for and delivering PLM to the telecommunications service provider marketplace: the 2008 Global Stratecast Product Lifecycle Management Product Line Strategy Award.

The award – for which nominations and submissions are not permitted - comes through in-depth interviews and primary market analysis conducted by Stratecast's industry analyst team. The award recognizes Tribold's strategy in bringing the PLM process to the Communication Service Provider (CSP) market with a repeatable automated process and product line strategy as well as the overall technical excellence of the company and its commitment to innovation.

Simon Muderack, Tribold COO, commented: "It's always pleasing to receive an award, and more so when an industry authority such as Stratecast and its parent Frost & Sullivan has independently looked at the industry and selected Tribold as the recipient. Clearly this is further endorsement of not only Tribold and our products, but the critical need for Enterprise Product Management for communication service providers."

According to Stratecast, Tribold received the award specifically due to:

- A recognition that PLM requires a unique solution
- The development of a repeatable PLM process
- The timing of raising PLM as a key area of focus for CSPs
- Education of the market in the need for and benefits of PLM
- Success in winning multiple contracts across the sector.

Nancee Ruzicka, analyst with Frost & Sullivan's Stratecast said: "Tribold has recently been selected as the recipient of The Stratecast Global Product Lifecycle Management Product Line Strategy Award for their excellence in educating the market on the importance of automated solutions for PLM. This award recognizes a strategy that has brought the PLM process to the communication service provider market and a successful product line strategy that marks Tribold's innovation in this area."

## 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](http://www.tribold.com).