

Tribold Continues to Set the Pace for Enterprise Product Management at Mobile World Congress 2009

Submitted by: Market Accelerator Ltd

Thursday, 5 February 2009

London, 5th February, 2009 - Mobile World Congress, Barcelona: Enterprise Product Management is set to be the hottest OSS / BSS topics in 2009 with market leader, Tribold, already setting the pace with a recent investment announcement and being a recipient of the 2008 Global Stratecast Product Lifecycle Management Product Line Strategy Award.

As first movers in the enterprise product management telecoms sector, Tribold has defined end-to-end product management and now believes it will continue to be one of the biggest OSS / BSS growth areas of 2009. In Barcelona, Tribold will demonstrate the dramatic improvements in product management performance enable CSPs to drive decreased cost to market, reduced time to market, improved quality of the product management process and increased ability to support product and service innovation.

“With the mobile market facing the global economic situation, reducing cost to market and time to market while increasing quality product and service innovation are top priorities for Communication Service Providers (CSPs),” said Simon Muderack, COO at Tribold. “Providing CSPs with a single view of all products and services offered, enables them to understand key product management metrics, such as profitability and predictive analysis, based on accurate information. In today’s challenging environment, the ability to rapidly adapt to changes in customer demand has a direct affect on the provider’s bottom line.”

Tribold is available to discuss and showcase its award winning EPM solution, TRIBOLD 3.0. To meet Tribold at Mobile World Congress, please contact us or visit its meeting area at 4.7HS42

About Tribold

Tribold is the world's leading provider of Enterprise Product Management (EPM) software specifically developed for Communication Service Providers (CSPs). TRIBOLD 3.0™ is a single, integrated suite of Enterprise Product Management applications that empowers CSPs to put products at the heart of their business.

TRIBOLD 3.0 is based on a Centralized Product Catalog (CPC) and a Design Time Catalog (DTC) enabling the key functions of Product Data Management (PDM), Product Data Integration (PDI), Product Lifecycle Management (PLM), Product Business Intelligence (PBI), and Product Channel Management (PCM). For more information visit www.tribold.com.