

Tribold and Infovide-Matrix partner in Poland

Submitted by: Market Accelerator Ltd

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London, UK and Warsaw, Poland, 10th March 2009 – Responding to increased demand from communication service providers (CSPs) in Poland, Tribold has signed a strategic partnership with Polish consulting and solution implementation firm Infovide-Matrix. The partnership will see Infovide-Matrix, Poland's largest supplier of IT and consultancy services to Poland's telecommunications industry, bring Tribold's industry-leading Enterprise Product Management (EPM) solution (TRIBOLD 3.0) to market. The two companies are already working together at one leading Polish telecommunications company.

Commenting on the partnership, Simon Muderack, Tribold's COO, said: "Poland is a strategically important market for Tribold, and to maximise the opportunity we knew that we had to partner with the clear leader in consultancy services to the telecommunications industry. By any measure, that leader is Infovide-Matrix and we are certain that we have established what will be a long and profitable relationship for both companies."

Borys Stokalski, vice president at Infovide-Matrix, added: "The partnership with Tribold aims at supporting communication service providers in Poland in the adoption of best-in-class product management practices and tools. In terms of Enterprise Product Management solutions for the communications industry, the thought-leadership that Tribold has demonstrated in working with the TM Forum to establish specifications and standards has effectively positioned TRIBOLD 3 as the de facto industry standard."

Infovide-Matrix consultants are currently undertaking training at the company's Warsaw headquarters which will result in Tribold certification and allow Infovide-Matrix to deliver the full benefit of TRIBOLD 3 and associated product management practices throughout Poland.

About Infovide-Matrix

Infovide-Matrix S.A. is the leader on the Polish CSI (Consulting & Solutions Implementation) market. In the IDC report, "Market Analysis – Poland IT Services 2008-2012 Forecast and 2007 Vendor Shares" Infovide-Matrix has come in first: amongst companies offering information systems and consulting services as well as in the category of Custom Application Development. The Computerworld TOP 200 report, "The Polish IT Market", confirms Infovide-Matrix's leadership in this sector. Infovide-Matrix SA is the biggest consulting company and the second biggest amongst custom-made software providers.

Infovide-Matrix SA employs over 700 highly qualified business and IT consultants. The company has a solid record of profitable growth. Revenues in 2007 amounted to PLN 240 million whereas the net profit reached PLN 16.8 million. Infovide-Matrix's customers are largest Polish enterprises and public institutions in industries such as telecommunications, financial services, public administration, manufacturing and utilities. The group of customers includes, among others: Bank BPH, BO, BRE Bank, Fortis Bank, Kredyt Bank, MSWiA, NBP, PKN Orlen, Polkomtel, Polskie Towarzystwo Ubezpiecze, PSE Operator, PTC ERA, PZU, Raiffeisen Bank, Telekomunikacja Polska, TU Allianz Polska, TVP and Vattenfall Heat Poland.

Infovide-Matrix is a public company listed on the Warsaw Stock Exchange since January 2007. For more information: www.infovidematrix.pl

About Tribold

Tribold is the world's leading provider of Enterprise Product Management (EPM) software specifically developed for Communication Service Providers (CSPs). TRIBOLD 3™ is a single, integrated suite of Enterprise Product Management applications that empowers CSPs to put products at the heart of their business.

TRIBOLD 3 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.

