IBM Russia and Tribold deliver Moscow workshop for Telco CXOs

London, UK, 20th March 2009 – Tribold and IBM Russia are partnering to deliver a strategic workshop for senior executives from telco operators across Russia and the CIS member countries. The workshop will take place in Moscow on Tuesday March 24th and will include presentations from Oleg Byakhov of IBM Global Business Consulting Services, Simon Muderack, COO and Founder of Tribold, and Max Traeger, Tribold's Regional Sales Director. The workshop will demonstrate how Telco operators can implement Enterprise Product Management (EPM) and introduce Tribold's Enterprise Product Catalog which has been localized for the Russian market in conjunction with IBM Russia.

Simon Muderack., Tribold, commented: "The market potential in Russia and across the CIS member countries is enormous, working with IBM and having a localized version of our solution puts us in an ideal position to take advantage. Indeed, we have already been working in partnership with IBM at a number of fixed line and enterprise operators across the region and we're looking forward to meeting more at the workshop."

Oleg Byakhov of IBM added: "Our strategy is always to partner with market leaders wherever possible, and in the enterprise product management sector Tribold clearly leads the field. With growing demand in the region as subscriber numbers stagnate, increased competition and the need to reduce costs, the need for effective product management is greater than ever."

More information can be found on the Tribold website at www.tribold.com.

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.

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