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SYNDESIS TO UNVEIL INDUSTRY'S FIRST ADAPTIVE RESOURCE MANAGEMENT SYSTEM AT TMW AMERICAS

Low total-cost-of ownership inventory solution enables shorter time-to-market for new services, perpetually accurate resource management

Press Release

Toronto, Canada – November 29, 2006 – Syndesis, the worldwide leader in OSS solutions powering the new communications subscriber experience, announces the introduction of Syndesis® Adaptive Resource Manager™ (ARM), the industry's only "live" inventory management solution. ARM offers communications service providers (CSPs) rapid time-to-market for new services, perpetually accurate resource management, and a low-risk path to operational transformation. Syndesis will unveil ARM with the latest version of its award-winning OSS platform at the TeleManagement World Americas conference in Dallas next week.

Syndesis ARM has been piloted and deployed in production at a leading Tier 1 CSP in North America. The new solution is based on Syndesis' groundbreaking network-aware and service-aware OSS platform that is deployed and production proven at CSPs in North America, Europe, Latin America and in the Asia-Pacific region.

"We are extremely proud to continue to lead the industry in OSS innovation after 20 remarkable years in business, highlighted by fulfillment projects that are enabling six of the world's top ten service providers to monetize their networks efficiently and profitably," said John Lochow, President and CEO for Syndesis. "Syndesis' commitment to meeting the industry's ever-changing needs reflects our drive to deliver innovative, powerful and robust OSS solutions."

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ARM represents a dramatic departure from the traditional approach to inventory management systems. The solution is built on the principles of adaptive resource management, techniques that have revolutionized industries such as manufacturing, retailing and logistics. ARM captures the industry's best practices for accurately matching capacity to demand, optimizing the tracking and utilization of both physical and logical resources for both connectivity and applications. By considering the complete deployment and consumption life cycle of both the network and applications, ARM provides more comprehensive intelligence and control over the service provider enterprise.

Typical inventory management systems are "off-line," without a native, direct connection to the actual network resources. This means that these systems must be updated manually, audited continuously, and, as a result, are expensive to populate and maintain. As a result, they do not maintain accurate data on the many dynamic, logical details associated with IP services, making these systems ill-suited for managing next-generation networks and services. In contrast, ARM is built on the industry's deepest and widest discovery functionality, which is a production-proven component of Syndesis' OSS platform. This ensures ARM contains perpetually accurate, "evergreen" data on the actual network "as is." The results are "live" network and service resource management, for highly precise processes; automated fulfillment of IP-based services such as VoIP, IPTV, and IP-VPNs; and a foundation for lean operations.

"Complex converged services such as VoIP, IPTV and IP-VPN share network and application resources that CSPs must allocate and track in order to provide a quality customer experience. These new services are built on a combination of new and old systems that leverage existing assets," said Larry Goldman, co-founder and senior analyst at OSS Observer. "Syndesis ARM addresses this need for CSPs to rapidly and flexibly support new services."

Setting the Pace for New Service Introduction and Delivery

Syndesis ARM is a quick-to-deploy resource management solution that enables the rapid introduction of differentiated offerings and first-time-right fulfillment within dynamic communications environments. It is pre-integrated with Syndesis® TrueSource™, the industry's most widely deployed Data Integrity Management solution, which ensures that accurate inventory data is available throughout all OSS and BSS systems on a perpetual basis.



ARM is highly flexible and can help service providers generate revenue from next-generation services while implementing operations transformation projects that pursue a range of strategies:

- Coexistence with existing inventory – ARM can supplement and improve the accuracy of existing systems and enable a service provider to deliver new services to market while extending the life of the existing systems.
- Gradual migration – ARM can supplement an existing inventory and bring new services to market while a gradual migration shifts inventory management to the new system.
- Replacement – ARM can entirely replace a legacy inventory system and be in production very rapidly, thanks to its industry-leading discovery and data integrity management technologies.

“With Syndesis Adaptive Resource Manager, service providers will achieve much shorter time-to-market for new services, faster operationalization of new network elements and a greater ability to automate processes, including better than 99% provisioning flow-through,” said Mark Nicholson, Chief Technology Officer for Syndesis. “Our inventory management solution is unique in the industry because of its ability to enable live network and service resource management. Syndesis ARM can keep pace with the volume, velocity and continuous interactions of dynamic services while, at the same time, lowering total cost of ownership for next-generation inventory.”

Exclusive Launch Event

Please visit Syndesis at TeleManagement World Americas in Dallas (booth #204) to learn more about Syndesis Adaptive Resource Manager and secure a ticket to an exclusive Special Breakfast Seminar to focus on fulfillment and resource management on December 6th. Those wishing to inquire about breakfast invitations in advance of the show are invited to contact Sarah Kirk (kirk@syndesis.com).

About Syndesis (www.syndesis.com)

Syndesis is the worldwide leader in OSS solutions powering the new communications subscriber experience, with production-proven solutions for advanced service offerings, such as Triple/Quad Play, VoIP and IPTV, and advanced architectures, such as IMS. Syndesis empowers the world's leading communications service providers to deliver new network and application experiences for their customers. Renowned for customer success, in-depth network expertise and off-the-shelf support for more technologies and equipment than any other communications software developer, Syndesis is the vendor of choice in deployments at leading service providers worldwide including AT&T, Bell Canada,

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