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ASX Announcement

Clarity Demonstrates Innovation with its Integrated Service Operations Centre

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Powerlan today announced that Clarity, the market leader in Unified Operational Support Systems (OSS), will be demonstrating its Integrated Service Operations Centre (iSOC) at Management World 2009, Nice, to complement the launch of the white paper by Stratecast, "Service Operations Centre – An Essential Necessity - An Executive Brief Featuring Clarity".

The iSOC is now critically important to service providers as the shift from network and technology to customer and market gains momentum across the industry. Without a customer centric view of the network, service providers are effectively left in the dark. They are unable to assess which customers are impacted by what network planned outages or faults and what the commercial ramifications of these might be. They are unable to assess which problems to resolve in order to improve the customer's experience and address the most important jeopardy situations. They are unable to identify which provisioning activities are over-running, and what agreements are in jeopardy as a result.

The "Service Operations Centre – An Essential Necessity" white paper provides essential insights for those service providers who are investing or considering investing in an iSOC. It describes the new paradigms of customer experience management and customer service assurance, and how an iSOC addresses these. It concludes by describing a practical example of the deployment of a iSOC. Copies of this paper will be available from Clarity's Stand at Management World, which takes place from 6-8 May 2009 in Nice.

"As our converging industry places greater emphasis on the customer, it comes with a strong need for new tools and new ways of doing business", commented Karl Whitelock, Senior Consulting Analyst OSS BSS Global Competitive Strategies at Stratecast a division of Frost and Sullivan. "Service- and Customer-oriented operations are essential to any business strategy that places the customer first. It is the next step in the evolutionary chain for managing services involving more than a network connectivity pathway be it mobile or fixed-line broadband."

Clarity will be demonstrating how its Unified OSS powers the iSOC; outlining how its TMF SID-based information model and functional components can seamlessly map customer experience to service to network behaviour, allowing the service provider to gain insight of customer satisfaction without costly integration of best of breed components. Scenarios shown will include:

- assessing the impact of faults on customers and service-availability SLAs
- prioritisation of problem resolution based on mean-time-to-restore SLA jeopardy information
- monitoring provisioning activities and jeopardy against mean-time-to-provide SLAs

By coupling the SLA to both the customer and the network as part of an out of the box Unified OSS, Clarity is able to monitor and control both the commercial and technical aspects of the customer experience.

"Major service providers are using Clarity's Unified OSS to gain a better understanding of the relationship between the network and the customer", commented Tony Kalcina, Chief Product Officer at Clarity. "Clarity's single information model, stretching from customer to network, and wide functional scope, ranging from

planning to billing, allows users of a single system to exploit the wealth of business information which exists in the OSS. Fragmentation of this same information into multiple best-of-breed systems is one of the major issues that the industry is facing, and Clarity's Unified OSS provides an alternative approach for service providers seeking to harness this rich source of corporate intelligence."

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About Powerlan

Powerlan Limited (ASX: PWR) provides specialist information technology products and services through four operating divisions:

- Clarity (www.clarity.com) offers carrier-grade Operational Support Systems (OSS) and Network Management Systems (NMS) software solutions for telcos and enterprises.
- ConverterTechnology (www.convertertechnology.com) provides software and services to help enterprises capitalize on the benefits of Microsoft Office 2007.
- IMX Software (www.imxsoftware.com) provides a full portfolio of solutions to manage the international trading of banknotes, precious metals, foreign exchange and any other financial or stored value instrument including travellers cheques, pre-paid cards, international banker's drafts and money transfers.
- Omnix Software (www.omnixsoftware.com) provides specialised software solutions for mobile telecommunications operators that address the specific project delivery, property management and asset management requirements of complex 2G, 2.5G and 3G wireless networks.

All divisions are incorporated and operate as self-contained companies.

About Clarity

Clarity is the market leader in Unified Operational Support Systems (OSS), managing over 120 million subscribers globally in Tier 1 incumbent and next generation Telcos. Clarity provides proven, pre-integrated Inventory, Fulfilment and Assurance applications on a single SID based database, enabling real-time executive visibility of the network's impact on revenues and customer experience. Clarity is network and service neutral, driven by templates and workflows that are rapidly configurable, allowing telecom companies to cut time to market for new services by two-thirds.

Established in 1994, Clarity has offices in Africa, Asia, Europe, the Middle East and North America. For more information, please visit www.clarity.com.