



(ACN: 057 345 785)

## ASX Announcement

# VIVACOM Goes Live with Clarity's OSS Solution

*Bulgarian telecom incumbent VIVACOM deploys Clarity's Unified OSS suite to increase competitiveness and improve operational efficiency*

22 November 2010

Powerlan today announced that Clarity, the award winning provider of unified Telecommunications solutions designed to simplify operations, has gone live with its Unified OSS platform in Plovdiv, southern Bulgaria, for VIVACOM, Bulgaria's leading telecom operator and fastest growing ADSL provider.

Initially concentrating on VIVACOM's fixed line networks, Clarity's OSS solution will strengthen the operator's competitiveness, whilst improving its flexibility and ability to adapt quickly to change. VIVACOM will also be able to reduce costs by increasing operational efficiency through SLA and KPI management. This allows VIVACOM to quantify the business improvement derived from its new OSS and to better identify where latent efficiency improvements can be made.

VIVACOM selected Clarity's solution based on the platform's proven ability to deliver a quality OSS within a challenging implementation deadline. Key to meeting these deployment timescales was Clarity's pre-integrated suite, which provided much of the essential functionality required out-of-the-box, with minor configuration. The services include several of Clarity's Unified OSS components, including:

- **Inventory Manager** - to provide unified inventory management for the access network
- **Service Manager** - to provide service provisioning and network activation
- **Ticket Manager** - to provide problem tracking, diagnostics, isolation, restoration and repair
- **Field Service Manager** - to schedule field-engineers for provisioning and problem resolution tasks

The next phase of the project is now underway rolling out the solution to all regions across Bulgaria.

Jon Newbery, Chief Executive Officer at Clarity, said: "Incumbent operators around the globe are increasingly under pressure from new competitors, who are able to exploit local loop unbundling to establish themselves in the market. As a result, it's critical that service providers can adapt to market demands quickly, whilst focusing on service quality and the customer experience. Our solutions enable operators to do precisely that and can be deployed rapidly to get immediate business benefit, as well as reducing the total cost of operations in the longer term."

"Clarity's ability to deploy their Unified OSS in very short time-scales has enabled us to compete more aggressively in the Bulgarian market" said Erik Slooten, Director of IT at VIVACOM. "It will help us to maximise our market share through proven service quality and higher customer experience. Clarity's solution is now established as the core of VIVACOM's OSS and will provide the strategic platform for the operational support of our technology and product evolutions."

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**About Powerlan**

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

- **Clarity** ([www.clarity.com](http://www.clarity.com)) incorporating the Intellectual Property acquired from Omnix Software Ltd and Dot Communications Pty Ltd, provides proven, pre-integrated solutions that are used by service providers to roll-out and manage networks, develop and sell market leading products, fulfil customer orders and assure the quality of customer services for multi-vendor, multi-service networks.
- **ConverterTechnology** ([www.convertertechnology.com](http://www.convertertechnology.com)) provides software and services to help enterprises capitalise on the benefits of Microsoft Office 2007 and 2010.
- **IMX Software** ([www.imxsoftware.com](http://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.

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

**About VIVACOM**

VIVACOM, headquartered in Sofia, Bulgaria, is a leader in delivering speed ADSL Internet, fixed-line and mobile communication innovations to mass market, business, government and wholesale customers. VIVACOM's commitment to providing the right services at the right price has enabled it to achieve a significant market position. VIVACOM offers one of the most advanced next generation networks in Bulgaria supported by a newly-constructed 2000 square meter data center.

For further information on VIVACOM, visit [www.vivacom.bg](http://www.vivacom.bg).