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ASX Announcement

Clarity signs up TelstraClear to its new Marketplace Offering

Clarity introduces new customer and product management solution for service providers, announcing TelstraClear as its flagship customer

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Powerlan today announced that Clarity, the leading provider of Unified Telecommunications Operational Management solutions, has launched Clarity Marketplace at TMForum Management World, which took place in Nice, France on 18-20 May. The product, which simplifies key processes between Service Providers and their retail and wholesale customers, has been adopted by TelstraClear to manage interactions with its Virtual ISP customers.

Clarity Marketplace provides Service Providers with an innovative solution to create, bundle and sell their products through any channel and react to market changes without the overhead of significant IT development. It also allows them to share that same product portfolio and market management capabilities with their reseller channels through a secure, partitioned interface. The solution is an attractive proposition for both operators, who are able to focus on core markets and operational efficiencies in the network, and also for resellers who benefit from cost effective autonomy to manage their customers.

Clarity Marketplace is also perfectly placed to support the continuing move to wholesale and retail separation models, based on FTTx technology. In Marketplace, Wholesale Service Providers have an out of the box offering that provides a customer management interface, business to business interface and the associated product catalog, order management and settlement functionality that facilitates both the wholesale and retail organisations.

The Marketplace offering includes four essential components that work together to provide end-to-end channel management, which can be deployed within the operators own IT environment, or hosted by Clarity as a managed service:

- **Unified Catalogue** – Service Providers and resellers can configure their own products and bundles in a componentised catalog, using value-add offerings and pricing to create differentiation tuned to their target markets. The process is flexible and quick, so packages can be created in minutes or hours rather than days or weeks.
- **Customer Management** – The flexible secure, self-service and account management interfaces lets Customer Service Representatives, resellers and end-users create accounts using wizards, view and manage end-user accounts and place orders.
- **Order Management** – Order fulfilment is automatically orchestrated and tracked in the network. Clear visibility of the order status is available to the reseller and end-user.
- **Revenue Management** – Both end-use and reseller charges are calculated by Clarity Marketplace to provide accurate billing and settlements. Management of customer payment processes and ERP Financial updates further support financial integrity.

TelstraClear is the first customer to be announced using Clarity Marketplace to address a full Virtual ISP requirement, from order entry to service activation, and is currently managing nine distinct Virtual ISPs on the same platform. Each provider has its own secure, white-label service, ensuring there is no visibility or interaction between these distinct organisations.

The flexibility of Clarity Marketplace is demonstrated by more than 300 distinct packages using a set of core components that have been created and managed since TelstraClear's implementation of the service. Some of these packages have been created by TelstraClear with the rest being created and managed by TelstraClear's Virtual ISP customers.

"This is a classical win-win; the Virtual ISP differentiates towards their market and TelstraClear is able to sell its network and ISP capabilities, indirectly, to a far wider demographic." said Raymond O'Brien, Head of Wholesale at TelstraClear. "We chose Clarity because it had the most sophisticated Virtual ISP model available and has a faultless track record in delivering Unified OSS systems."

Tony Kalcina, Chief Product Officer at Clarity, said: "We are continually developing products that provide the high quality streamlined solutions and managed services that the industry needs to simplify processes, reduce cost of operations, and generate new revenue streams. Announcing the launch of Clarity Marketplace with TelstraClear illustrates both the strength of the product and how a unified approach to operations enables world class CSPs to improve their operational efficiency, as well as their relationships with key customers."

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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, 3G and 4G/LTE wireless networks.

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