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ASX Announcement

Clarity launches Clarity 11

New product suite will help service operators simplify operations with a modular, unified, cost effective, rapid to deploy solution

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Powerlan today announced that Clarity, the leading provider of Unified Telecommunications Operational Management solutions, has launched Clarity 11 at TMForum Management World, which took place in Nice, France on 18-20 May. The product suite incorporates new and enhanced capabilities for service providers to simplify their operations and improve service quality whilst removing cost, risk and time incurred for crucial business processes.

Clarity 11 introduces the Clarity Marketplace and Clarity Infrastructure Management suites that build on the fulfilment and assurance capabilities of the Clarity Portfolio, to meet the demands of service providers for end-to-end process-driven solutions to drive profitability and cut costs. Working together, the portfolio offers an integrated, automated and cost effective solution that removes the traditional silos and integration complexities in operations and increases the agility of the operator to embrace new supply-chain business models.

Tony Kalcina, Chief Product Officer at Clarity commented: "Clarity understands the need for service providers to improve their customer interaction experience while reducing overall operating costs. We are making ongoing investment in our product portfolio and expanding from pure OSS to cover a broader OSS/BSS scope of functionality. Our unified solution, with common data and processes, along with integrated workflow and business rules to support key, high-volume business procedures, will help service providers simplify their operations to reduce costs and increase competitiveness, by avoiding the expense and business risk associated with the costly integration and management of multiple, disparate systems."

With the introduction of Clarity Infrastructure Management, service providers now have a consolidated view of the network across engineering, operations and financial groups, with the tools to manage and reduce the cost and complexity of network rollout and planning, estates management, and asset tracking and maintenance. It includes a simplified GIS module to create and visualise assets, and integrates with the Clarity Fulfilment and Assurance suites to support the deployment and operations of assets. With Infrastructure Management, service providers have far more accurate information on network assets and sites to improve communications between business units, allowing them to make informed investment decisions and improve regulatory compliance.

Clarity Marketplace is a new suite that simplifies key processes between service providers and their retail and wholesale customers. Marketplace enables market innovation and reduces the time and cost of delivering products to market. It provides a product catalog, with integrated customer, order and revenue management capabilities, and works with the Fulfilment and Assurance suites to integrate provisioning and assurance activities from order capture to network activation.

Clarity 11 also incorporates upgrades to the Fulfilment and Assurance suites, including enhanced reservation and auto-discovery capabilities and better visibility of performance and alarms through Clarity Workbench. It also includes enhanced modelling for next generation networks, such as FTTx, GPON, IPTV, 3G and 3G+, to support faster roll-out of networks and services.

With the Clarity 11 portfolio service operators have an integrated solution that simplifies key operational processes:

- Build and manage network deployments efficiently, with sophisticated planning tools and integrated inventory update
- Sell innovative products to retail and wholesale channels with integrated product, customer, revenue and settlements management
- Deliver customer orders, with cost effective automation for high volume order-capture and activation, across the OSS, BSS and network
- Assure the quality of services and correlate network incidents with customer service impacts using automated network monitoring, filtering, and workflow management of performance and alarm events

Clarity products can be deployed independently to meet a specific business need, or can be deployed to provide end-to-end management of a multi-vendor, multi-platform, multiservice network.

Clarity 11 is available now.

For more information contact:

Jon Newbery
Chief Executive Officer
Powerlan Limited
Phone: (02) 9925 4600
jnewbery@powerlan.com
www.powerlan.com

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.