



(ACN: 057 345 785)

## ASX Announcement

# Clarity extends Mobinil Infrastructure Management Solution

*Mobinil to implement automated solution to manage infrastructure changes across all divisions*

6 October 2011

Powerlan today announced that Clarity, the award winning provider of unified telecommunications solutions designed to simplify operations, is upgrading and extending its deployment of Clarity's Infrastructure Management solution at Mobinil, Egypt's leading mobile operator.

Mobinil currently uses Clarity's solution to support its network site rollout processes across two departments. The upgrade will see the latest version of Clarity's Infrastructure Management suite replace many disparate third-party systems and enable end-to-end tracking of infrastructure changes across all of Mobinil's divisions.

The Clarity solution provides improved planning, purchasing and workforce deployment, providing Mobinil with greater control over resource allocation and analysis. Mobinil will be able to reduce both the costs and timescales for network rollouts, upgrades and decommissions across its network. Importantly, Clarity's Infrastructure Management solution will increase return on asset investment by reducing the time between initial infrastructure investment and first revenue generation. The solution will integrate with other OSS components using standards-based interfaces – providing Mobinil with the necessary data and automated processes framework to efficiently manage all the activities associated with complex, multiple site construction.

Moustafa Hegazi (Director, network planning & rollout) Mobinil, commented "The Clarity solution will streamline network change programs, helping us meet timescales and budgets. It will ensure that we have consistent communication across our business. Rather than having to work with many different systems across multiple departments, all divisions will soon be able to hand over tasks seamlessly. The system ensures the correct data is captured, so employees always have the information readily available to accurately complete their tasks. The statistics and forecast information from the system also means that managers have business intelligence data available so they can continue to drive improved performance well into the future."

"Effectively managing the substantial investment made in network upgrades and changes is a logistical challenge for most service providers," added Tony Garcia at Clarity. "Investing in tools that guide and manage the deployment of these assets has a direct impact on the bottom line - the sooner an asset is operational, the sooner revenue is generated. Our comprehensive Infrastructure Management solution provides just that; ensuring consistency in the information and processes used throughout all divisions, suppliers and contractors so that assets are deployed faster."

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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 Clarity

Clarity enables its customers to simplify their operations with a unified operational management solution. Clarity provides an integrated, modular solution to optimise and automate core operational processes to manage network build and movements, develop and sell next generation products, and deliver and assure the quality of customer services.

Clarity solutions provide the lowest total cost of ownership using embedded best practices and process-driven workflow to reduce the complexity, risk and cost of operations. Clarity empowers its customers to generate and protect revenue and enhance the complete customer experience. With over 35 Telecom customers worldwide, Clarity solutions currently help companies around the world manage over 250 million subscribers.

Established in 1994, Clarity has offices worldwide. For more information, please visit [www.clarity.com](http://www.clarity.com).

## About Mobinil

Since its inception in May 1998, Mobinil has strived to maintain its position as the leading Mobile service operator in Egypt. Honoring the trust of more than 30 million subscribers, Mobinil is committed to being the leading mobile service provider in Egypt, providing the best quality service for our customers, the best working environment for our employees, top value for our shareholders, and proudly contributing to the development of the community. Visit us on [www.mobinil.com](http://www.mobinil.com).