



(ACN: 057 345 785)

ASX Announcement

Clarity Promotes the Business Value of IT at Management World 2011

Clarity is announced as a Pioneer Member of TM Forum's Business Metric Automation Program

26 May 2011

Powerlan today announced that Clarity, the award-winning provider of unified solutions designed to simplify the operations of communication service providers, is participating in a key program focused on improving the business value of IT, which is being promoted this week at Management World 2011 in Dublin.

Clarity is honoured to be announced as Pioneer Member in the Business Metric Automation program, which addresses the processes required for the automated evaluation and comparison of business performance. TM Forum's Business Metrics, part of the Forum's Framework 11.0 suite of standards also announced today, provides a set of universal industry-agreed metrics that simplify business management by providing high quality, objective, standard business performance measurements to support lean operations and business transformation.

Clarity is also sponsoring the Communicating the Business Value of IT Executive Roundtable. This roundtable will explore the ways CIO's can raise the value of IT in their organisation, and change the paradigm of IT being viewed as an unavoidable cost and, instead, as an enabler for revenue growth.

"Investment in systems is essential for the smooth running of today's communications environments. It represents a significant component of the capital and operational expenditure of an operator, and as such must deliver an assured ROI" comments Tony Kalcina, Clarity Executive Director and TM Forum Advisory Council Member. "Increasingly, IT systems are taking centre stage as the facilitators of innovation and profitability, as the Smart Society delivers more connected devices, demanding seamless automation and customer self-enablement."

Management World 2011 takes place at the Dublin Convention Center between 23-26 May. To secure a meeting with one of Clarity's representatives at Management World, or to learn more about Clarity's presence at the event, contact Alison Ruttens at aruttens@clarity.com.

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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) 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) provides software and services to help enterprises capitalise on the benefits of Microsoft Office 2007 and 2010.
- **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.

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