



(ACN: 057 345 785)

## ASX Announcement

# Vodafone Egypt Selects Clarity for Infrastructure Management

*Clarity's solution to accelerate Vodafone Egypt's network capability and capacity plans*

6 December 2010

Powerlan today announced that Clarity, the award winning provider of unified Telecommunications solutions designed to simplify operations, is deploying its Infrastructure Management solution at Vodafone Egypt.

As the country's largest mobile operator, Vodafone Egypt is looking to Clarity to improve its operational productivity and maximise the return on assets. To this end, Clarity's Infrastructure Management solution will automate and coordinate key finance, network and service management processes. This will enable Vodafone Egypt to dramatically transform their network vendor selection processes, track rollout against supplier performance agreements and see a clear overview of asset location, availability and capacity.

Vodafone Egypt expects the Infrastructure Management solution to yield significant productivity gains by streamlining deployment processes and accountability, as well as providing clear visibility around logistical vendor management that will reduce both up front capital and on-going operational costs.

"Above all, we want to deliver a rewarding experience to our 28 million customers. Regularly increasing and refreshing our network capacity is key to achieving this, as is rolling out new technologies such as HSPA+", said Mohamed Henna, Chief Technology Officer, Vodafone Egypt & Yasser Rashwan, Access Network Director, Vodafone Egypt. "Clarity's solution will ensure that we are managing our network infrastructure in the most efficient way possible – helping us to deliver the capacity and capabilities that are essential to our customers."

"Mobile operators like Vodafone Egypt can significantly drive down costs by having end-to-end transparency of their network and the thousands of sites where high-value assets are deployed," said Jon Newbery, Chief Executive Officer at Clarity. "With Infrastructure Management, Vodafone Egypt can accurately monitor vendor deployment performance, as well as managing their customer network proactively to achieve the most efficient levels of capacity – in essence, identifying and solving problems before they occur, in a highly cost efficient manner."

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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 Vodafone Egypt

Vodafone Egypt is a total telecommunications provider, covering a wide array of voice and data Exchange services, as well as 3G, ADSL and broadband Internet services. Launched in 1998, Vodafone Egypt supported by Vodafone Group's know-how and its own local market research provides innovative products perfectly suited for its customers. The leading Vodafone Egypt spirit and its ever broadening network have paved the way for numerous investment opportunities and world-class continuous customer support.

Vodafone Egypt staff is now 6000-member strong and is proud to be serving more than 26 million customers (June 2010) all over Egypt. Its success relies on its superior network, privileged customer service, innovative products and a determined goal-based strategy. Vodafone Egypt is also proud to offer effective roaming communication supported by agreements with 564 partners in 188 countries spanning the world.