



(ACN: 057 345 785)

## ASX Announcement

# TelstraClear extends Clarity contract

27 May 2010

Powerlan today announced that Clarity, the leading provider of Unified Telecommunications Operational Management solutions, has had its contract with TelstraClear extended for another year, as the New Zealand wholesaler implements additional services through the newly launched Clarity Marketplace.

TelstraClear is already using Clarity Marketplace to manage nine distinct Virtual ISPs, from order entry to service activation, with the contract extension allowing TelstraClear's W-Toll service to be implemented. W-Toll provides national, mobile and international calling services that combine telecom non-coded access, customer call detail records and status reporting functions, allowing the wholesale customer to manage its business quickly and easily.

TelstraClear has also selected the Viper Wholesale Service Delivery Platform as its future wholesale self-service, cataloguing and order management system – capitalizing on New Zealand's recent unbundling of the Local Loop (ULL), which allows multiple operators to use connections from the telephone exchange's central office to the customer's premises.

The Clarity Marketplace provides communications service providers (CSPs) with an innovative model that allows customers to create a product portfolio and react to market changes without investing in the overhead of IT and network development. It allows the CSP to focus on operational efficiencies in the network while the customer manages the marketing, bundling and selling of the capacity.

"There was no doubt for us that we wanted to continue to work with Clarity and implement more of their future-proof, innovative services," said Raymond O'Brien, Head of Wholesale at TelstraClear. "Clarity's technology will be a key enabler in helping us to protect our market share and grow our current revenue. Implementing W-Tolls in Clarity Marketplace will let us work more efficiently and build stronger relationships with our key customers."

Tony Kalcina, Chief Product Officer at Clarity, said: "We are continually developing products that provide the high quality streamlined managed services that the industry is crying out for. TelstraClear's rapid adoption of Clarity Marketplace illustrates both the strength of the product and how a unified approach to OSS enables world-class CSPs to improve their operational efficiency and customer service."

TelstraClear is New Zealand's second largest full-service telecommunications company, providing products and services to business, government, wholesale and residential sectors. The company is a wholly-owned subsidiary of Telstra, the largest telco in Australia, and provides a full range of voice, data, broadband internet, mobile, managed services and digital cable TV products to the New Zealand market.

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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](http://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](http://www.convertertechnology.com)) provides software and services to help enterprises capitalize on the benefits of Microsoft Office 2007.
- 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.
- Omnix Software ([www.omnixsoftware.com](http://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.