

M-Tel Bulgaria Go Live with Openmind Networks Next Generation Messaging Platform

19 January, 2010 - Dublin, Ireland – M-Tel, part of the Mobilkom Austria Group and the leading mobile operator in Bulgaria is now fully operational with Openmind’s next generation messaging platform *Traffic Control*. *Traffic Control* is currently routing all of M-tel’s SMS traffic with the capacity to handle up to 2,000 messages per second. In addition M-tel has selected the *Adapt* module from Openmind, which is an open API that enables the operator to design and build its own new messaging services.

“The Openmind messaging platform is a perfect fit with our overall next generation services network strategy. A strategy that is committed to providing our subscribers with original and innovative new messaging services” explains Alex Stock, Core Division Director at M-tel. “With *Traffic Control* we get cost efficiencies and performance. The cost efficiencies are driven by it being a fully integrated platform which allows us to reduce our hardware, support and maintenance costs. The performance comes from the capabilities of the platform giving us the capacity and availability we need to service our subscribers today and tomorrow. In addition, *Traffic Control* provides us with an application gateway that allows external content providers to send messages through our core network that will bring value to our subscribers but in a manner that safe and secure for all parties.”

A key driver in M-tel’s selection process for a new messaging platform was its ability to support a strategy of bringing to market enhanced messaging services. Unlike many legacy SMSC systems, which tend to be closed and proprietary, the Openmind messaging platform is open and flexible. Using the *Adapt* module M-tel can create and launch its own messaging services to its subscriber base quickly and with relative ease.

“The combination of a traffic router, application gateway and open API all on one fully integrated messaging platform was unrivalled in the market” explains Stock. “We now have a solution that enhances our strategy and helps us realize new business opportunities in a way that matches both our infrastructure and our business needs.”

The deployment at M-tel is part of an overall group agreement that sees Openmind as the preferred messaging platform provider for Mobilkom Austria Group.

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About Openmind

Openmind Networks is the market leading supplier of a new generation of messaging platform that allows mobile operators to replace inefficient and outdated legacy SMSCs with a more feature-rich and powerful alternative. Openmind provides a single consolidated solution to operator needs for increased and cost-effective SMS capacity combined with higher security, richer functionality and interworking with IP messaging technologies. Since 2008, Openmind has replaced legacy SMSCs at 10 Tier 1 and Tier 2 networks in Europe and 2 Tier 1 networks in Africa.

About M-Tel

M-Tel is the market leader in Bulgaria and one of the most successful mobile operators in Europe. It offers the best network with full national coverage. M-Tel is a progressive and innovative company that gives its customers the freedom to choose services that they personally require. M-Tel cares about its customers, advises them and highly appreciates customer loyalty.