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mobilkom austria Go Live with Openmind Networks Messaging Platform

February 9, 2010 - Dublin, Ireland – mobilkom austria are now fully operational with Openmind Networks’ advanced messaging platform. The core platform, *Traffic Control*, is currently routing all of mobilkom austria’s SMS traffic with the capacity to handle up to 2,000 messages per second. *Traffic Control* has replaced the legacy Acision SMSC system which was being used by the operator.

“We are very pleased to be fully operational with Openmind’s next generation messaging platform. It really does open up a whole new range of business opportunities for us” explains Martin Wachutka, Director, Mobile Service Network at mobilkom austria, “ Not only does the core platform give us the high capacity and performance we need to service our subscribers, it does so at a cost that is sustainable to our business.”

“And while the cost savings are important it gives us revenue opportunities as well. Using Openmind’s open API, *Adapt*, we can design and build new SMS services ourselves with relative ease – and all using one common technology platform. This flexibility gives us real incremental revenue generating potential which is key to our business. ”

For mobilkom austria a cornerstone of its ongoing growth and market dominance is its commitment to a next generation services network strategy – put simply it is committed to being the leader in the creation and launch of value adding new services to its subscribers. To realize its strategy it needed a messaging platform that had been designed to facilitate, not just the storing and sending of messages, but the enablement and creation of enhanced messaging services as well.

“The beauty of the Openmind platform is that is a fully integrated solution. What this means to the business is we can now do with one system what we needed several systems to do before. Naturally this brings down costs – hardware and operational. It is also an open and flexible architecture and that impacts two things, it reduces the amount of time and money we need to spend on making changes to clunky legacy systems to allow for new services and, it also greatly improves the speed we can get new services out to our subscribers. As we all know the mobile market is highly competitive so speed to market is a real asset”, adds Wachutka.

mobilkom austria have chosen Openmind Networks’ *Traffic Control* and *Adapt* software solutions both of which operate from one integrated platform. *Traffic Control* , which has replaced the legacy Acision SMSC, will route all of mobilkom’s messaging traffic and *Adapt*, which is an open API, will enable mobilkom austria to design and build its own new messaging services.

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

Ends

About Openmind

Openmind Networks is the market leading supplier of a new generation of messaging platform that allow 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 mobilkom austria



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mobikom austria was established in 1996 and has been the most successful enterprise of the Telekom Austria Group ever since. With more than 4.6 million customers and a market share of over 42 % mobikom austria is Austria's leading mobile network operator. In addition to international equity interests mobikom austria also holds interests in paybox austria, A1 BANK and 3G Mobile.