

## **Mobitel go live with Openmind Networks' market leading messaging platform**

**18 January, 2010 - Dublin, Ireland** – Mobitel, the leading mobile operator in Slovenia has joined the ranks of forward thinking operators by deploying Openmind Networks' messaging platform.

Increased revenue, better cost control and long term competitive advantage were three key business issues that Mobitel wanted to address when it launched its search for a new messaging platform. After an exhaustive, competitive tender process where five of the global leaders were evaluated across over 400 business and technology criteria Mobitel contracted to partner with Openmind as its new messaging platform provider. Mobitel is now fully operational with Openmind's next generation messaging platform.

"Openmind do for us what no other company we evaluated could. They solve the three big issues we faced. With their *Traffic Control* system we get the peace of mind that we can continue to service our customers SMS needs to our very high standards but at a cost that is palatable to our bottom line. Secondly, using the same messaging platform we have access to a wide range of pre built message personalization and anti fraud services which we can swiftly and easily launch to market. And thirdly, like no other vendor we saw, their platform is open and flexible, and this means we can design and build new services of our own. Three key business requirements all solved by one fully integrated platform", comments Pavel Snoj, Operation and Maintenance Manager, Services Department, of Mobitel.

Mobitel have deployed Openmind Networks' full software suite all of which operates from one integrated platform. *Traffic Control* will replace Mobitel's legacy SMSC solution with the capacity to handle up to 1,000 messages per second. The *Profile* module gives Mobitel a range of functionality rich "out of the box" message personalization services. *Protect* provides a real time anti fraud offering which secures the network and user against spam, faked or spoofed SMS messages. And the *Adapt*

module which is an open API, enables Mobitel to design and build its own new messaging services ensuring that the company can react to new market demands plus lead the way by launching innovative services unique to its subscribers.

It is the flexibility and openness of the Openmind's messaging platform that makes all of this possible – unlike legacy providers who have closed proprietary systems that make it cumbersome to launch new services, Openmind has been designed with the future in mind.

“Openmind's technology is exactly what the name says – Open – and that gives us the flexibility to do what we need to do for our business and our subscribers” comments Pavel.

Commenting on the contract Alex Duncan, CEO of Openmind says, “We are delighted to be working with Mobitel, the contract builds on our growing market penetration”.

### **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**

Mobitel is the leading provider of advanced mobile telecommunication solutions in the Slovenian market. It is increasingly asserting itself also as a supplier of extensive and converging offers, created in collaboration with other members of the Telekom Slovenia Group. In spite of an intense competition, Mobitel's market share exceeds 60%, which shows that users appreciate a professional approach and high quality services at reasonable prices.



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