

Moldcell Deploys Advanced SMSC from Openmind

19 January, 2010 - Dublin, Ireland – Moldcell , part of the TeliaSonera/Turkcell owned Fintur Group, has joined the growing number of operators across Europe that have replaced their legacy SMSC systems with Openmind’s advanced **Traffic Control** platform.

“We used Traffic Control to replace our SMSC because we wanted a single platform that was secure, feature-rich, and had the performance we needed to provide quality SMS services to our customers”, said Victor Crudu, head of Product and Service Development at Moldcell. “Traffic Control gives us advanced routing functionality while also ensuring that our customers are protected from spam and fraud attacks”.

“This project demonstrated our organization’s ability to rapidly replace legacy SMSC systems in a seamless manner for network and subscribers” said Alex Duncan, CEO of Openmind. “The duration of the entire project, from order to go live, was less than 12 weeks. In that time, we integrated and tested the system against Moldcell’s network, charging system and content providers. “The switchover to the new platform was painless” added Crudu, “Openmind’s team of messaging experts were a pleasure to work with”.

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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leading supplier of a new generation of messaging platform that allows mobile operators to replace inefficient and outdated legacy SMSCs with a more feature-rich and powerful alternative.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 MOLDCELL

MOLDCELL started its operations in Moldova in April 2000 having launched a new phase in the development of mobile communication sector in Moldova. The major shareholder of MOLDCELL is the leading telecommunications company in the Nordic and Baltic region, with strong positions in Eurasia, (including Turkey and Russia) – the Swedish-Finnish company „TeliaSonera”. According to Q3 2009

results, TeliaSonera net sales amounted to USD 15,7 billion, and the total number of subscriptions was 144 million in 20 countries.

MOLDCELL is part of the TeliaSonera Eurasia business area, administrated by the Fintur Holdings BV.

MOLDCELL is a dynamic GSM operator that aims to satisfy its customers through high quality services and products in Moldova.