

## *Press Release*

Fujitsu Asia Pte Ltd

### **Fujitsu Boosts Service Offerings to Communication Services Providers with Tribold Partnership**

**Singapore, March 3, 2010** – Fujitsu, a leading systems integrator and provider of business, information technology and communications solutions, today announced a regional partnership with Tribold Limited.

Tribold EPM™ is the first solution certified by the Telecommunications Management Forum (TMF) against the Information Framework (SID). TMF is the world's leading industry association for service providers and their suppliers to access practical solutions that improves business efficiency. The Forum also provides guidance and leadership to transform the way that a CSP creates, delivers and charges for product and services.

Tribold EPM™ offers the following to Communication Service Providers (CSPs):

- **Product & Service Data Management (PDM) & Centralized Product Catalog (CPC).** Normalized and holistic product & service definition, Centralized MDM for product and service catalog, rationalized and reusable product data and rules
- **Product & Service Data Integration (PDI).** Control over data distribution and launch, automated integration of product data across the enterprise
- **Product & Service Lifecycle Management (PLM).** Products managed through a defined, repeatable and measurable process throughout the full lifecycle
- **Product & Service Business Intelligence (PBI).** Standardized operational product reporting (e.g., price books, BOMs) and enhanced product performance analysis (e.g., unit cost, profitability, penetration)
- **Product & Service Channel Management (PCM),** Exposing the relevant product catalog to the various eco-system channels – customer, reseller, partner provider for content, services, devices and networks

Tribold EPM™ is used to create a certified reference definition for a product or service. Without this certified product reference definition, the CSP finds itself using data from many sources which are incomplete, out of date and conflicting. The result is a high order rejection rate in the order management process.

In addition, pricing and product rules are often dispersed within a CSP's backend systems, which create the challenge of identifying which data within the system is accurate. This causes incorrect offers being extended to customers, which in turn, result in billing errors.

Finally, for historical reasons, order fulfilment processes are typically hard-coded based on the product instance. This method is inefficient such that each time a new product is created, the order fulfilment processes need to be rebuilt from scratch, regardless of how similar the new product is to existing products.

Tribold EPM™ meets these three challenges by creating a single point of product truth for the ordering portal and all backend systems. With this method, the CSP is able to:

1. Ensure that all product reference definitions are always up to date and correct with no data synchronisation issues. This eliminates invalid orders due to data alignment problems.
2. Ensure that all offers and associated pricing is always available to any system or a process that needs it. This eliminates incorrect offers being issued to customers that lead to billing errors.
3. Eliminate hard-coded order fulfilment processes and replace the process with workflows that are easily modified. This promotes a high level of reusability of existing products for new creations, which results in a dramatic time saving in launching new products.

“Fujitsu is proud to partner Tribold because we feel this product represents a new paradigm for CSPs. As CSPs move into an increasingly competitive environment, a major source of differentiation will be derived by the CSPs’ ability to quickly develop and launch new products. Fujitsu sees the Tribold suite of solutions as a critical element required in this new world,” said Mr. David Bowden, Vice President of Strategic Initiatives for Fujitsu.

“Tribold is honoured to tap into Fujitsu’s expertise and presence in Southeast Asia. We are confident that the partnership will allow CSPs in Southeast Asia to radically reduce both Time to Market and Cost to Market for product and service management in line with the ultimate need for driving profitable growth,” said Ernest Margitta, Director of Marketing at Tribold.

Under the agreement, Fujitsu will resell, distribute, promote and market Tribold EPM™ the market leading Enterprise Product Management (EPM) solution. Other companies under the Fujitsu Group will also perform similar roles in regional markets including Malaysia, Thailand, Indonesia, Vietnam, Laos and Cambodia.

###

### **About Fujitsu Asia**

Fujitsu Asia was established in Singapore in 1997 to provide leadership in business development, technology innovation and customer support as regional headquarters for the Fujitsu group of companies in ASEAN. Building on Fujitsu’s three decades of experience in the ASEAN region and with a pool of highly skilled engineering talent, Fujitsu Asia is dedicated to providing

comprehensive integrated IT-based business solutions that deliver tangible business value and enable customers to meet the challenges of the new global economy. Fujitsu Asia is a wholly owned subsidiary of Tokyo-based Fujitsu Limited (TSE:6702), a leading provider of IT-based business solutions for the global marketplace. For details, please visit: <http://sg.fujitsu.com>.

### **About Tribold**

Tribold is the world's leading provider of Enterprise Product Management (EPM) software specifically developed for Communication Service Providers (CSPs). Tribold EPM™ is a single, integrated suite of Enterprise Product Management applications that empowers CSPs to put products at the heart of their business.

Tribold EPM™ is based on a Centralized Product & Service Catalog (CPC) and a Product & Service Lifecycle Management (PLM) solution.

Dramatic improvements in product management performance enable CSPs to drive increased profit by reducing time to market, decreased cost to market, increased quality of the product management process and increased ability to support product and service innovation.

Headquartered in London, and with offices in North America and Asia, Tribold was founded in 2003 and is privately held. For more information visit [www.tribold.com](http://www.tribold.com).

### **Press contacts**

Fujitsu Asia  
Esther Loh / Ryan Chua  
Corporate Marketing & Communications  
DID: (65) 6512-7615 / (65) 6512-7223  
Email: [eloh@sg.fujitsu.com](mailto:eloh@sg.fujitsu.com) / [ryan.chua@sg.fujitsu.com](mailto:ryan.chua@sg.fujitsu.com)

Tribold  
Ernest Margitta  
DID +44 20 7665 4000.  
Email [ernest.margitta@tribold.com](mailto:ernest.margitta@tribold.com)

Mileage Communications  
Steven Ng  
Tel: (65) 6222-1678  
Email: [steven@mileage.com.sg](mailto:steven@mileage.com.sg)