



ONTOLOGY SYSTEMS NEOTEL ANNOUNCEMENT – FINAL

Neotel selects OSS/CAD™

Ontology Systems' semantic application to align and unify data across Neotel's enterprise IT infrastructure

London, UK and Johannesburg, South Africa, February 24th, 2010 – Today, at TM Forum Management World Africa, Ontology Systems announce that Neotel, South Africa's first converged telecommunications network operator, has chosen Ontology Systems' OSS/CAD to dynamically join, align and present customer, service, and infrastructure data from existing IT systems to allow Neotel to lower OPEX and speed migrations through a fully integrated service view.

Neotel has experienced rapid growth and continues to innovate by offering new services to its corporate customers. OSS/CAD's groundbreaking use of semantics technology for bottom-up unification with a disruptively fast delivery model was chosen to maintain alignment across Neotel's rapidly evolving infrastructure. OSS/CAD will initially be used to support IT staff, monitor data quality, and speed complex IT migrations.

Langa Dube, Neotel's Executive Head of IT, commented: "During vendor selection OSS/CAD unified real data from our systems in less than 3 weeks, demonstrating 360° customer service views, and views for service management, revenue assurance and data quality monitoring. Ontology is unique in this space."

Dube continued, "At Neotel, we offer South African businesses a comprehensive portfolio of telecommunications solutions that provide true convergence. We aim to reduce the cost of communicating and, as a result, the cost of doing business. We are passionate about improving the way business communicates. OSS/CAD is consistent with this vision, it will allow us to correctly reinterpret and share core data with the varied Neotel teams who ultimately support our business customers"

Benedict Enweani, Ontology's CEO added: "OSS/CAD's semantic approach to data alignment is unique to the communications industry. We relish the opportunity to work with such a dynamic and forward looking team"

Enweani continued: "Our ongoing success, in this difficult business cycle, proves that our bottom-up approach does away with the massive up-front cost and risk commonly associated with big bang projects. Our singular focus on a productized solution for data alignment is validated by Neotel's

Ontology Systems

Phoenix Yard 65-69 Kings Cross Road London WC1X 9LL UK
P +44 (0)20 7990 4949 F +44 (0)20 7990 7660 E info@ontology.com
www.ontology.com

Registered in England No. 05794201
Registered Office. 12-63 Lyham Road London SW2 5EB
Ontology-Partners Limited trading as Ontology Systems



decision and by the rigorous selection process which evaluated Ontology against some of the most significant names in the software industry.”

-- ends --

About Ontology Systems

Ontology Systems is radically simplifying the way in which service providers (ISPs, CSPs and MSPs) manage and understand their operational systems. Ontology's OSS/CAD - www.ontology.com/ossCAD - is at the forefront of applying ontologies and semantics to deliver a breakthrough approach by reinterpreting business, operational and infrastructural data as a single, virtual Unified Service Model.

Based in London, Ontology was founded in 2006 by Benedict Enweani and Leo Zancani and is privately owned. Investors in Ontology include Celtic House Venture Partners and Eden Ventures, whose proven track record of early stage investment successes include Cramer Systems, Apertio, nCipher and Ubiquity.

For more information, please visit www.ontology.com

Press Contact: Nick Gregory nick.gregory@ontology.com +44 7966 841688.