

## **Telecom New Zealand Wholesale upgrades its enterprise license for Tribold EPM**

London, 30th June, 2010: Today, Tribold announce Telecom New Zealand Wholesale has upgraded their Tribold EPM license. In response to regulatory requirements in New Zealand the PLM program establishes a single point for product and service information within the Tribold EPM software. In upgrading the Tribold license Telecom New Zealand expect to further reduce the time and cost to market for all product development.

Simon Muderack, Tribold's CEO commented: "Working with Telecom New Zealand as it's undergone dramatic changes due to regulatory requirements over the last 3 years has taught the Tribold team a lot about the role Enterprise Product Management can play to facilitate structural change within Communication Service Providers. Product lies at the heart of the new business model Telecom New Zealand are seeking and Tribold is proud to play a leading role in that model." Simon Muderack, Tribold CEO.

### **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).

Contact: Ernest Margitta ([marketing@tribold.com](mailto:marketing@tribold.com)) +44 20 7665 4000.

### **About Telecom New Zealand Wholesale**

Telecom is New Zealand's largest telecommunications service provider, and touches almost every New Zealander through the range of products and services we provide, and the work we do within our communities.

Telecom Wholesale is an operationally separate business unit that delivers next generation wholesale network connectivity products to service providers throughout New Zealand. Its

broadband, business data, voice and interconnect products give wholesale customers the foundation on which to build their own network or telecommunications services for their end-users.

For more information visit [www.telecomwholesale.co.nz](http://www.telecomwholesale.co.nz)