

NEWCON implements „Billing Mediation“ for Orange Austria

Orange Austria, known for its concise orange-coloured logo has, as part of its architectural renewals searched for an integrator, which is demonstrably able to perform complex migration projects on time and quality (technically and commercially). The actual challenge is to migrate the existing and highly mission critical „Billing Mediation (Batch & Real-Time)“ to a new software platform, based on the product „MediationZone“ by Swedish software company „Digital Route“. NEWCON can call on many years of proven experience and enjoys an excellent national and international reputation. All this obvious facts led Orange to the decision to assign this challenging project to NEWCON, an Austrian based Management- and System Integration- Company. Reducing the complexity of introducing new services and increasing operational efficiency are the main goals. NEWCON could ultimately score with their “Next Generation Mediation Strategy”. Thanks to years of experience as a Systems Integrator which provides NEWCON with the possibility to perform such business critical projects in a very tight time window.

Project goal: One system for classical „Billing Mediation“ as well as for future topics, which can be solved using this product fulfilling the basic requirement

NEWCON addressed with its strategy consistently pursued the challenges, which these days have to make all telecom companies:

- Increase „Time to Market“ and thus reduce product introduction costs
- Reduce the complexity of IT-(BSS-) architecture
- Reduce recurring costs
- Securing the cash flows (the majority of sales are processed through this solution!)
- Future-proof architecture (software and hardware requirements)

Why NEWCON: Extraordinary experience and positive customer references in the implementation – Decisive for the assignment were:

- Long years of positive experiences, renowned telecom companies have made, contracting NEWCON as System Integrator
- Second, the forward-oriented architecture approaches and product portfolio, which NEWCON used in conjunction with the Next Generation Mediation Technology
- Third, the introduction of this solution opens the opportunity to conduct the consolidation of two different systems. The result is a simplified software and hardware environment and subsequently simplified maintenance.

This confirms Elmar Grasser, Chief Technology Officer (CTO) at Orange: “Given the strong competitive position, we rely on cost-conscious solutions. NEWCON is for us an innovative and effective partner with the same look in the future, but also with the technological experience and implementation expertise. The proven over years of know-how, and the compelling potential of Next Generation Mediation saving technology, were the decisive reasons for us to hire NEWCON. The focus is currently on the lean implementation of this challenging migration project.”

Project Progress: Short lead time, on-site

The project was launched in late spring 2011, the project steps were aligned with the so-called “work streams” of Orange. The project is controlled from the beginning to exactly which project managers and project teams from Orange and NEWCON harmonize well and the project completion is scheduled by September 2011. Based on the actual project-status zero delays are expected! Up to 10 experts from NEWCON work partly at a customer site or from NEWCON Delivery Centre, located at Tech Gate Tower, Vienna/Austria.

Gerald Haidl, CEO NEWCON, sums up: „We want to position ourselves as a long term Services- and Integration- Partner at Orange. NEWCON stands for reliable implementation partner but also as an innovative and future-oriented single-source supplier. Our know-how and product portfolio fits well with the identified needs in Orange”.

About Orange in Austria

Orange Austria Telecommunication GmbH started operations on October 36th 1998 under the brand “ONE” as the 3rd Mobile Operator in Austria. Company revenue in 2010 was round about 548 Mio. Euro. Approximately 800 FTE's are acting day over day to support customer's needs, Orange Austria reported 2,3 Mio. Mobile-Customer's. The distribution network includes 95 Orange Shops and 1.700 distributors. In “2010 Connect Networktest” Orange again ranks as number second all over Austria. Owner of Orange in Austria are Mid Europa Partners (65 %) and Orange (35 %). Part of Orange Group in Austria is the 100% subsidiary YESSS!. Further Orange Austria held's 25,1% share on eety-Telecommunications GmbH. Orange is the main brand of France Telecom, a worldwide leading Telecommunications company. With the initiative „Orange hilft“ – www.orange-hilft.at – the company combines Mobile Services with social responsibility and does support charitable projects in Austria. For further information's please connect to www.orange.at.

About NEWCON

NEWCON has a clearly defined feature on the national and international market of service integrators and management consultants: NEWCON covers the complete value added chain of its business customers, which are mainly from the enterprise

customers sector. NEWCON offers a wide range of services, starting with Top Level Management Consulting (strategic consulting) and going to service integration and outsourcing of whole applications. Insofar strategies are realized with a very

enduring approach under full responsibility of NEWCON. NEWCON can offer this approach because its management team and several of its employees have been working for several years in top positions in the sectors of IT, Telecommunication and Utilities.

For further information's please connect to www.newcon.at

About DigitalRoute

DigitalRoute® is a Swedish independent software vendor delivering market leading mediation and integration solutions to the global telecommunications and data communications industry. DigitalRoute simplifies service providers' data infrastructure, centralizing integration of IT- and communication networks. DigitalRoute technology for mediation-, data integration and policy control is deployed at 220 customers worldwide. For more information, please visit www.digitalroute.com

Contact:

Gerald Haidl
CEO

NEWCON GmbH
Tech Gate Vienna
Donau-City-Strasse 1
A-1220 Wien
Tel.: +43 (1) 26 99 004
email: gerald.haidl@newcon.at