

## PRESS RELEASE

### **DERDACK ENABLES MOBILE OPERATORS TO CREATE SMS/MMS APPLICATION STORE - MESSAGE MASTER® NX OFFERS UNIQUE APPROACH TO MONETISE SMS/MMS SERVICES AND BOOST MESSAGING REVENUES**

**Potsdam, Germany, 9 February, 2010:** Derdack, provider of mobile messaging platforms and notification workflow software, today announced that the latest version of message master® nx enables mobile operators to transfer the successful 'Application Store' concept pioneered by Apple, to SMS/MMS messaging. It is a unique approach that empowers operators to control the mobile messaging services value chain and boost revenues. It allows users of non-smartphone handsets to connect to their favourite internet applications through SMS and MMS.

With worldwide SMS revenue predicted by Portio Research to grow to \$224bn by 2013 message master® nx is a valuable solution for operators that want to capitalise on this continuing expansion. Using message master® nx mobile operators can create and host an SMS/MMS Application Store which provides greater control of the mobile messaging value chain and the potential to secure a larger share of the resulting revenue stream. This is particularly useful in developing markets where rapid growth in SMS/MMS messaging is driven by non-smartphone handsets.

Matthes Derdack, Managing Director of Derdack said, "We have taken the established Application Store or App Store idea pioneered by Apple and transferred it to the world of mobile messaging. message master® nx provides operators with an entirely new approach to capitalising on the value of SMS/MMS messaging by building an application platform for running and hosting multiple in-house developed or third party applications. Feedback from existing customers, the operator community and analysts has validated the business concept and confirmed that message master® nx offers a genuinely innovative strategy for operators to significantly increase revenues generated by the SMS/MMS channel."

message master® nx uses a browser based graphical design tool to enable operators to rapidly build and test SMS and MMS services. By eliminating reliance on external developer skills operators gain added flexibility and lower application design costs. Access can also be granted to third party developers to create value added services in a 'sandbox' environment. The operator can review third party applications before transferring them to the Application Store. Subscribers can sign up to the applications that are of interest under a self-service model or they can be provisioned by the operator.

As the platform for the Application Store is managed by the operator, it enables greater control and visibility over service content and billing. message master® nx is available with a range of proven applications including bulk messaging, SMS community messaging, MMS marketing and Corporate Outlook SMS. It is also a straightforward process to build and deploy new applications such as MMS-to-Facebook (or any other social networking site), at an extremely low cost.

## ABOUT DERDACK GMBH

Derdack is an independent software vendor offering mobile messaging platforms and notification workflow software. Derdack's premium products provide clients with unsurpassed service innovation and business continuity. Derdack is headquartered in Potsdam, Germany and has several hundred installations worldwide. A thriving Partner channel extends the company's reach globally.

Derdack is recognized for its intuitive yet inspiring software products and has customers in over 50 countries worldwide and in all verticals. Clients include BMW UK, Caterpillar Belgium, Daimler, Microsoft Ireland, Roche Switzerland, Siemens Germany, Steria UK, Symantec and Telstra Australia. For further information please visit [www.derdack.com](http://www.derdack.com).

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