

## PRESS RELEASE

### DERDACK ANNOUNCES MTN CYPRUS HAS JOINED BETA PROGRAM FOR MESSAGE MASTER® NX - LEADING TELECOMMUNICATIONS PROVIDER EMBRACES THE NEXT-GENERATION MOBILE MESSAGING SERVICE DELIVERY PLATFORM

**Potsdam, Germany, 21 April, 2009:** Deraldack (www.derdack.com), provider of mobile messaging platforms and notification workflow software today announced that MTN Cyprus has become the first customer to sign up for the beta program for message master® nx, the next-generation mobile messaging SDP. The new product will enable operators to consolidate, optimise and better manage existing messaging services whilst providing a platform for greater innovation.

The reaction from various operators, customers and partners since the beta program was launched last month has been very positive. MTN Cyprus, one of the largest telecommunications providers in Cyprus, is a current user of Deraldack's message master® xsp software. It will gain early access to the innovative platform that has been designed specifically to meet the needs of mobile operators.

message master® nx offers several significant advantages that will allow operators to:

- Develop innovation agility and more easily create new mobile messaging services at a lower cost and without programming resources
- Consolidate multiple value added services (VAS) onto a single platform, this minimising maintenance effort resulting in a lower total cost of ownership
- Improve service quality and uptime and achieve operational excellence
- Employ better service-centric reporting, designed with the needs of operators in mind thus simplifying the process of identifying profitable services

Ioannis Michaelides, VAS Manager, MTN Cyprus said, "We were impressed with the innovative concept of Deraldack's new product, as it addresses perfectly most of the messaging needs of mobile operators in fast evolving markets. It further extends the wide range of messaging capabilities of the previous product version and bundles everything in a very well designed user interface. I am looking forward to seeing how it will assist us even more in the development of new services for our clients."

The beta program will allow users to test and experience the powerful new service centric functionality within message master® nx. Users will provide valuable feedback allowing Deraldack to further develop the service delivery platform and also to fix potential bugs. The program will result in structured and direct feedback from those who have evaluated the new product.

Matthes Deraldack, Managing Director, of Deraldack said, "The early innovators that we have spoken to are excited by the opportunity to consolidate multiple VAS services onto a single platform. Once we explained the concept there were a number of operators who immediately recognised how message master® nx offers something new and were interested in joining the program. Feedback from the beta evaluation will give us validation that the concept and business model are correct and the functionality can deliver the promised benefits and we will shortly be issuing additional invites to selected operators as we expand the program."

message master® nx is a complementary product to Deraldack's message master® xsp, the established product which enables businesses such as application service providers, media companies and financial institutions to design and roll out mobile messaging services. message master® nx has been specifically devel-

oped to meet the requirements faced by operators, delivers greater business agility and more cost effective operational performance.

## 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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