

## PRESS RELEASE

### DERDACK LAUNCHES MESSAGE MASTER® NX, AN INNOVATIVE NEW MESSAGING SERVICE DELIVERY PLATFORM - UNIQUE APPLICATION DESIGN CONCEPT MEETS THE NEEDS OF OPERATORS FOR INCREASED INNOVATION AND SERVICE AGILITY

**Potsdam, Germany, 13 August, 2009:** Deraldack, provider of mobile messaging platforms and notification workflow software today announced the launch of message master® nx, a next generation messaging service delivery platform (SDP) that provides operators with an integrated approach for creating, optimising, consolidating and managing Value Added Services (VAS) based on SMS and MMS. The new product enables operators to increase revenue streams from new and existing messaging services.

Deraldack's beta program confirmed that message master® nx meets a genuine need in the market for a product that can help operators achieve operational excellence and at the same time boost service innovation capabilities. The service centric design gives operators the ability to build and customise VAS messaging applications and services using powerful Wizards and familiar Windows-based drag and drop techniques. Operators can finally break free of the traditional reliance on developers and third parties to modify or build services.

Operators face many common challenges including running multiple VAS services on different servers, a lack of automation in billing and reporting and demanding consumers that are increasingly hard to lock in and retain. To address these issues, message master® nx has been designed for operators who:

- Want to dramatically reduce the time spent on user provisioning for new services
- Require plug and play mobile messaging
- Are in emerging or fast growing markets
- Have to replace outdated in house solutions or who have no automated systems in place
- Would like to reduce the reliance on third party developers
- Need to consolidate multiple services onto a single platform
- Are looking to capitalise on greater revenue streams from VAS services

message master® nx uses a unique web-based graphical user interface that can cut the cost of VAS creation by up to 80% and vastly boost service productivity. It offers user provisioning and connectivity management that can be achieved in a few mouse clicks. The new SDP incorporates multiple communication standards and allows consolidation of existing services that are currently spread across multiple servers onto a single platform, and thus improve service quality and uptime. Future developments include new gateway services to enable operators to better manage connectivity and additional mobile marketing facilities.

Matthes Deraldack, Managing Director of Deraldack concluded, "We have delivered on our aim to empower the operators to more efficiently manage their overall VAS business from a centralised platform. message master® nx will also enable operators to react faster and generate new revenue streams which are essential qualities in the tough economic climate. Operators will also be better positioned to meet demand for customised VAS offerings around SMS and MMS."

Overview of solution details:

- 3rd party access to SMSC/MMSC via multiple APIs (SMPP, MM7, SOAP, etc.)

- Works as 2-way SMS/MMS router, e.g. for mobile subscriber content pull applications (with fraud-protection, spam control, throttling)
- SMSC/MMSC connectivity via SMPP, UCP, CIMD2, MM7 and other telco standards
- Platform for designing and operating SMS and MMS value-added services
- Drag & drop service creation with via standard web browser
- Real-time messaging tracking, service- and user-centric, downloadable reports and statistics
- Highly flexible BSS integration for hot- and cold-billing and user provisioning
- OSS integration, e.g. via SNMP

## 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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