

PRESS RELEASE

DERDACK ANNOUNCES SUCCESSFUL BETA PROGRAM FOR MESSAGE MASTER® NX - LEADING TELECOMMUNICATIONS PROVIDER EMBRACES THE NEXT-GENERATION MOBILE MESSAGING SERVICE DELIVERY PLATFORM

Potsdam, Germany, 11 June, 2009: Derdack (www.derdack.com), provider of mobile messaging platforms and notification workflow software today announced that it had completed a successful beta program for its next generation SMS & MMS service delivery platform. The overwhelming feedback received confirmed message master® nx's position as an exciting new product that will allow operators to create, manage and deploy mobile messaging services in a fraction of the time and cost previously required, whilst providing a platform for greater service innovation.

The beta program attracted interest from telcos across the world. The chosen operators each extensively tested the beta version of message master® nx to experience the functionality behind the service centric architecture that was created specifically to address the needs of the telco market. Vodafone Iceland, an existing customer of Derdack's message master® xsp system was one of the many companies that was keen to see the new capabilities offered by message master® nx.

Jóhann Vilhjálmsson, Manager of Application Services at Vodafone Iceland commented, "message master® nx represents a hugely impressive innovation – a product that has been designed for the operators by people who really understand our needs. The most impressive features were that it could be deployed so quickly, the user provisioning is excellent and we liked the drag and drop service creation tools. It will undoubtedly enable us to reduce the time required to build a new application or service by 80%. Additionally the reporting capabilities were extremely powerful, yet like the software itself, it was intuitive and easy to use. We look forward to the official release of message master® nx."

Specific feedback from the beta program clearly demonstrated that message master® nx offers a genuinely new approach to the concept of a modern service delivery platform. Amongst the many benefits that users taking part in the program reported were:

- Ability to centralise multiple VAS services and SMSC/MMSC connectivity onto a single platform thus optimising usage, and minimising initial and total cost of ownership
- Reduced effort to create new mobile messaging products and services using the drag & drop service creation tool which eliminates the need for specialised programming skills
- More accurate real-time reporting to monitor and evaluate the commercial success of services
- Complete browser-based and intuitive management console with more effective division of roles and access rights

Matthes Derdack, Managing Director of Derdack said, "Our vision was to create a service delivery platform that would enable operators to break free of the limitations imposed by existing mobile messaging systems. We particularly wanted to enable VAS engineers to design services using simple but powerful drag & drop tools without needing external development capabilities thus speeding up innovation and customization of SMS & MMS value-added services. A substantial amount of R&D has gone into message master® nx and the beta program confirmed both the business model and concept are solving a real need for the operators."

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.

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