

PRESS RELEASE

DERDACK ANNOUNCES BETA PROGRAM FOR MESSAGE MASTER® NX, THE NEXT-GENERATION MOBILE MESSAGING SDP AT MOBILE WORLD CONGRESS

Mobile World Congress, Barcelona, 16 February, 2009: Derdack provider of mobile messaging platforms and notification workflow software today announced that it is launching the beta program of message master® nx, the next generation mobile messaging service delivery platform (SDP). The new product, scheduled for General Availability in April 2009, will bring operational excellence to mobile operators that are running multiple Value Added Services (VAS) and reduce total cost of ownership and improve efficiency for these services.

message master® nx is a complementary product to Derdack'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 developed to meet the requirements faced by mobile operators, delivers greater business agility and more cost effective operational performance.

Mobile network operators typically run a number of different VAS, mobile messaging applications and connectivity services, spread over several servers. This can be expensive and time consuming to support. Additionally making changes to existing service offerings or adding new applications can be challenging, often requires external resources and adds to the overall maintenance overhead.

message master® nx enables operators to achieve operational excellence across their mobile messaging applications. Using the innovative software, operators can consolidate existing messaging services onto a single platform and reduce the cost of service, connectivity management and user provisioning.

message master® nx provides the following capabilities:

- aggregates and manages external 3rd party SMSC and MMSC traffic via multiple APIs, e.g. for premium SMS services.
- works as a centralised service platform that aggregates VAS logic and traffic
- provides a straightforward graphical interface to enable non-technical resources to design and manage value added messaging services.

Faced with the continued explosive growth of SMS as a communication tool, operators need to invest in new services, capacity and infrastructure to maintain retention rates and appeal to an increasingly discerning customer. message master® nx enables users to quickly and easily create new value added services. Operators will benefit from lower risk and less effort when developing and adapting innovative services that are essential in today's market.

Matthes Derdack, Managing Director, of Derdack said, "Mobile operators are facing a number of challenges that threaten existing business models. This puts a greater focus on optimising data networks in order to remain competitive. message master® nx will enable these companies to consolidate their VAS applications and identify profitable services through a holistic view on the overall messaging business thus delivering the potential for significant Return on Investment."

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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