



DERDACK

PRESS RELEASE

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Growing number of mobile operators decides for multi-VAS messaging platform of German vendor Derdack

As SMS revenue shares are still growing – Vodafone Germany had a 3.6% increase of the SMS share of total revenues from 2006 to 2007 (with 11.6% of all revenues coming from SMS) – more mobile operators are again or for the first time investing into new SMS and MMS VAS and gateway platforms. German vendor of mobile messaging software Derdack is experiencing a continuously growing interest in their solutions.

Derdack started selling their messaging platform software under the brand “message master® xsp” in 2001. Meanwhile, message master® xsp is the engine behind numerous value-added services in over 50 countries worldwide. Mainly 2nd and 3rd tier mobile operators and larger service providers have decided for Derdack’s product, including Telstra Australia, Telenor Norway, Orascom Tunisia, Zain Iraq (formerly Orascom Telecom Iraq), Movil de Entel Bolivia, MTN Cyprus, Etisalat U.A.E. and recently the Bangladeshi branch of Telekom Malaysia – AkTel.

The concept of message master® xsp combines three major MNO tasks within a single software – a fully-fledged SMSC & MMSC gateway, a portal server with bulk messaging capabilities for corporate customers and a comprehensive and flexible VAS platform. Derdack’s message master® xsp also offers interfaces to Microsoft’s Connected Services Framework (CSF), to SMSCs and MMSCs of all major vendors and is seamlessly integrated with hot- and cold-billing systems as well as other BSS and OSS.

But above all - with a one-time investment message master® xsp enables its customers to design and operate multiple mobile messaging applications. Based on its rapid-application-design features new messaging services can be created instantaneously preventing unnecessary development time. With message master® xsp MNOs and service providers can host various SMS and MMS applications ranging from video clip broadcast, mobile phone blogging, SMS chat over MMS marketing services to interactive multimedia applications on a single software platform.

According to customers of Derdack the deployment of message master® xsp speeds up the roll-out of new VAS, increases the flexibility towards customer requirements and significantly lowers total cost of ownership of messaging software and services.

Derdack at the Mobile World Congress: Hall 2, Booth H64 (Berlin-Brandenburg)

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Derdack designs premium software for mission-critical mobile messaging and enterprise alerting. Derdack is the vendor of message master® - a leading portfolio of SMS & MMS application platforms and enterprise-class software for automation of business-critical alerts. Derdack is partnering with Microsoft, Hewlett-Packard and IBM and has a reseller network covering more than 30 countries worldwide.