

For immediate release

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## Telia chose Cybercom for Easy Box integration

Cybercom has developed a solution for integration of Telia Denmark's Easy Box. The solution allows Telia backoffice to set up specific product offerings and bundling per country, such as pricing and business rules. It has given a cost reduction and increased speed to launch to market.

"With the solution a consolidation of technologies was made to reduce cost. We also succeeded to increase speed to launch of new products and services," says Karsten Adelmark, MD Cybercom Denmark. "We developed an expandable platform to allow growth in markets and in business segments. The solution has improved services to customers by collecting data, to out of the box, configuration as part of the purchase."

Telia recently released Easy Box, an offer that gives the customer a complete solution for both PC and mobile, and is ready to use for the customer. Cybercom developed a complete back office solution allowing customers or resellers to create an offer covering the business needs of the customer. The solution allows Telia back office to set up specific product offerings and bundling per country, pricing and business rules. Back office is also able to do reporting on individual products and services, and direct marketing can do campaigns based on specific purchase patterns.

"We are very happy with Cybercom's contribution in our Easy Box project. With Easy Box, Telia can offer a total communication and IT solution for small and medium businesses, covering the needs for professional communication infrastructure. It covers everything from mobile phones, laptops, hosted email, backup and automated switch boards", says Jens Erik Ebbesen, Vice President, Telia Denmark.

### Questions? Contact:

Karsten Adelmark, MD Cybercom Denmark	+45 2948 3828
Jens Erik Ebbesen, Vice President Telia Denmark	+45 2827 7929
Kristina Cato, communications director and IR manager, Cybercom Group	+46 708 644 702

### About Cybercom

The Cybercom Group is a high-tech consultancy that offers global sourcing for end-to-end solutions. The Group established itself as a world-class supplier in security, portal solutions, mobile services, and embedded systems. Thanks to its extensive industry and operations experience, Cybercom can offer strategic and technological expertise to these markets: telecom, industry, media, public sector, retail and banking and financial services. The Group employs about 2000 persons and runs projects worldwide. Cybercom has 25 offices in 10 countries. Since 1999, Cybercom's share has been quoted on the OMX Nordic Exchange. The company was launched in 1995. Find out more at: [www.cybercomgroup.com](http://www.cybercomgroup.com).