

Press release 2008-09-15

Yet another intercontinental Telecom Group to order mobile prepaid solutions from Seamless

- **Third customer with 40+ million subscribers**
- **New Global Support Centre to reinforce 24/7 service to customers worldwide**

The new customer* is present in the Middle East and Africa with more than 50 million subscribers in over 20 countries and is expanding at a high rate. This is Seamless third order from an operator or group exceeding 40 million subscribers.

Key for mobile operators to gain new subscribers is access to segments with lower and lower income. By offering affordable prepaid e-Top Up in extremely low denominations, these new subscribers can afford to Top Up their phones and make calls. The order includes the full suite of Value Added Services (VAS) that enables subscribers 24/7 access to a range of services.

Seamless is implanting scalable processes to prepare for further deliveries at a higher pace, one example is leveraging the degree of product packaging that make installations faster and to involve less human resources. The product ERS 360° has been packaged to a level that a minimum of onsite resources is needed to accomplish this delivery.

"Scalability and service were the keywords in setting up our new Global Support Centre that now is in full operation" says CTO Emil Wikström at Seamless and continues "It is a challenge to meet the service demands of operators that add more than a million subscribers per month, but we have designed our products and services to allow continuous expansion of our current customers and acquisition of new customers."

At Seamless office in Africa, Solutions Director Viwe Ndzamela looks forward to see the order executed.

"It is very favouring to have been chosen by yet another world leading mobile operator group and we are very pleased with this breakthrough. We have a very strong product with the ERS 360° transaction platform and it has an even stronger roadmap. Our aim is to be the most attractive choice to all countries in the group."

The order was received together with Seamless global partner Ericsson, the leading telecom supplier.

SEAMLESS

