



News Release

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Telelogic Introduces Comprehensive Solution for Market-Driven Product Management

New Telelogic Focal Point Focus on Product Management Provides Support for Product Management Best Practices

MALMÖ, Sweden and IRVINE, California – May 21, 2007 – Telelogic (Nordic Exchange/MidCap/TLOG) today announced the availability of a new Web-based product management solution for product managers. Based on best practices and existing product management frameworks, Telelogic Focal Point™ Focus on Product Management provides visualization, prioritization, analysis and planning capabilities to help product development organizations increase the success of their product lines.

“Increasing the value and fit of products to customer and market needs has been identified by many organizations as one of the top drivers for profitable growth,” says Jim Brown Aberdeen Group. “To understand what is valued by the market, product managers need to collect information from a number of inputs, such as customer feedback, sales and marketing ideas, and competitive intelligence. With the centralization of this information, analytics and visualization of customer value can speed up the pace and accuracy of product delivery by eliminating the emotion, guesswork, and rework often associated with uninformed scope and planning decisions.”

Focal Point Focus on Product Management provides a solution that helps support market-driven product lifecycle management through:

- **Automated idea capture** – product managers can capture ideas and product requirements from internal stakeholders and customers through e-mail routing and Web-based capture and analysis tools, simplifying reporting and decision-making.
- **Value-based selection** – helps product managers understand customer value when making decisions about products, making it possible to maximize value and minimize costs in new products.
- **Best practices support** – allows product managers to leverage their investment in best practices for key product management activities and provides the ability to tailor the configuration to support their own processes.

“Successful product managers know the value that comes from involving the voice of the customer early in the process,” says Ingemar Ljungdahl, chief technology officer at Telelogic. “Focal Point Focus on Product Management helps product managers automate many of their tactical tasks and gives them visibility into how to build products for valuable markets and get them to market quickly.”

“Since introducing Focal Point at Enea, we’ve seen a significant improvement in product management,” says Karl-Gustav Niska, VP Product Management, ENEA. “We have an overview of our customers’ priorities, which is communicated and understood throughout the organization. As a result, we’re able to develop our products with the right content – on time and at a lower cost than before.”

Telelogic Focal Point Focus on Product Management is available in May, 2007.

About Telelogic

Telelogic is the leading global provider of software solutions for Enterprise Lifecycle Management (ELM). Award-winning Telelogic software helps customers design, develop, and deliver the world’s most advanced and innovative products, systems, and software more efficiently by aligning and optimizing development lifecycles and business processes with business objectives and customer needs. Telelogic helps customers improve quality and predictability while reducing time-to-market and overall costs. Headquartered in Malmö, Sweden, with U.S headquarters in Irvine, California, Telelogic conducts business in more than 40 countries. More than one third of the Fortune Global 500 companies use Telelogic software including market-leading aero/defense, automotive, financial services, software/electronic and telecommunications companies and governments worldwide. For more information, see www.telelogic.com.

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