

BASSET News

Welcome

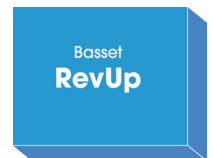
Welcome to the first issue of our customer and partner newsletter, Basset News. The idea of the newsletter is to keep you informed of what is new in the market and at Basset, but also to give you an insight of the daily work and a face of the people working at Basset.

We aim to publish the newsletter 2 to 4 times a year and distribute it via email. I hope you will enjoy it and find the articles and information interesting. Please do not hesitate to contact us if you have any questions or ideas of content.

Enjoy the reading!

Jenny Widing, Marketing Director, email: jenny.widing@bassetglobal.com

The release of RevUp Interconnect 3.0



We are now releasing our RevUp Interconnect 3.0. So what has been added to the 3.0?

In our continuous effort to provide a system highly adaptable to changes and new requirements, the RevUp Interconnect 3.0 will feature:

- A standardized toolset making it easier and cheaper to access processes and functions and find the right competences
- Best-in-class business intelligence tool and reporting possibilities
- A streamlined and optimized user interface that considers repetitive tasks and limiting user errors

What's new?

On top of this, a whole new way of securing your revenue and maintaining sound partnerships is introduced by availing prepaid agreements.

The system meets the needs for the increased number of partners, and partner types, arising from the changing business climate in terms of packaged and IP-based networks as well as content provider arrangements.

The backend platform has taken a gigantic leap in terms of performance. Performance of a single system now reaches far beyond the immediate need of the largest group operators today, far beyond expected, even in our most extreme stress test environments. Our internal tests also indicate an even higher stability in the platform.

- The system shall be accessible for anyone, using a standardized toolset, making it easy to find the right competence for operators and users of the system. The highly advanced capabilities of the system shall be possible to implement, and benefit from, by everyone, says Daniel Ölsebrink, Product Manager for RevUp Interconnect.

Architectural changes has been done that gives unique new possibilities of using the platform. It also gives us an excellent base to ramp up our rate of invention and prepares for some significant new feature improvements.

For further information regarding our RevUp Interconnect solution, please visit our website www.bassetglobal.com

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CEO has the word

First 6 months of 2010 has continued in the successful way we want. Never before have we seen such high demand for upgrades to our new releases throughout our installed base. It indicates both that our customers are truly seeing the usage and benefits with our solutions as well as that we manage to offer our customers solutions in line with what they expect and need.

Basset continues to grow. We have grown in headcounts and have had the pleasure to welcome skilled personnel within R&D, marketing and product management. This together with further refining our internal processes for product development and project management all in all secure higher level of satisfaction for our customers. This is in line with our goal to give our customers more value.

As you will be able to read in this newsletter, there is quite a lot of activity within our RevUp solution suite, both in terms of what we at Basset are doing, but also in terms of market activity!

I hope you will find the reading interesting!

Yours sincerely,

Jesper Wikstrom Forne
CEO Basset AB

Reaching operational excellence with Basset RevUp suite



Elisa Eesti AS is the first GSM operator in Estonia, established in 1994, that provides its customers an entire range of communication services – mobile telephony, fixed telephony and internet. Elisa leads the telecommunications sector in Estonia by quickly bringing fresh ideas and innovative solutions to the market.

Business Requirements

Elisa Eesti AS is a relatively small player in the European market and with a large percentage of the revenues coming from roaming, Elisa identified the roaming branch of the business as a key element to their continued success and found that the potential to increase revenues and profit was very high.

“We needed the ability to quickly launch new products and adopt new price plans”

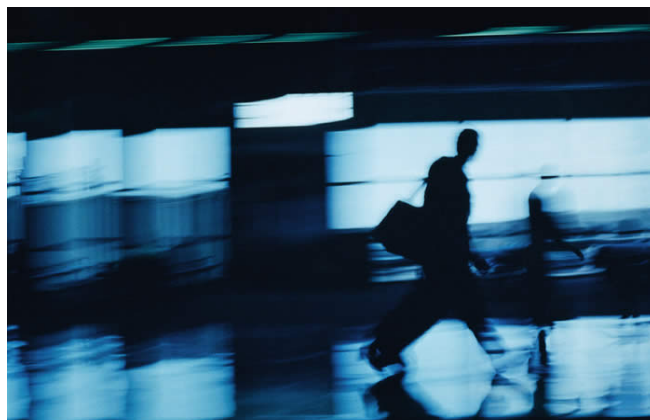
- We needed to be able to work more efficient to increase our margins and revenues. The business requirements identified was an ability to quickly launch new products and adopt new price plans. We also wanted accurate statistics and reporting so we could adjust our business model and expand our partner network even further, says Marius Mets, Roaming Manager at Elisa Eesti AS.

Solution requirements and selection

In September 2008 Elisa made an inventory of their available assets to achieve aggressive business targets. With the solution and arrangements in place they soon realized they needed to find a partner and a provider with long experience. A vendor selection process was started and Elisa identified four critical areas that they needed to address in terms of business support systems:

- **Control** statistics and reporting for follow-up of the business
- **Insight** into the data processing for auditing and reconciliation
- **Flexibility** in rating capabilities, in offering attractive IOT arrangements and retail price plans
- **Automation** with limited resources achieve maximum output and focus on the essentials

With Basset's long experience and expertise in the roaming domain, the committed approach and agile technical platform, Elisa found Basset to be the best choice on the market. The joint project towards reaching operational excellence was started in February 2009. A new roaming billing system has been implemented and in commercial use since May the same year.



Outcome with RevUp Roaming

By using RevUp Roaming, Elisa has got the right foundation to achieve their targets. By integrating the solution to their business they have managed to:

- Reducing the time for implementing new price plans - from 1 month to 3-4 days
- When launching a prepaid service, the inbound prepaid revenue increased by 10% during the first month after implementation
- Managed to effectively implement diversified price plans for all partners and customers
- Shorten the service test time by 200% with automated TD file production
- Adopt the system of issuing invoices from RevUp Roaming and taken a leap towards electronically invoicing

“I can only give RevUp Roaming my strongest recommendations. We now have a very powerful and precise billing engine”

- I can only give RevUp Roaming my strongest recommendations. We now have a very powerful and precise billing engine that is able to rate basically everything from any angle you like or can imagine, Marius continues.

Implementing RevUp Interconnect

Due to a good cooperation and relationship during several years, Basset were also selected to supply a new interconnect billing solution to Elisa.



Basset was finally chosen in fierce competition with other top players due to flexibility, previous history and the willingness to listen to Elisa's business requirements and constantly evolving the solutions.

“The new solution will support our business and give us new possibilities”

- In order to maintain our business objectives and customer loyalty, it was essential to replace the system with a dedicated interconnect billing solution. The new solution will support our business and give us new possibilities for reporting. It will help us to increase our revenues, strengthen customer loyalty and introduce new services faster, says Triinu Viiderfeld, Interconnect Manager at Elisa Eesti AS.

The successful partnership between Elisa and Basset has led to several areas of business development which will be communicated further on.

We strengthens our sales organization for MEA

Basset strengthens its account management team for their increasing number of customers in the MEA region. Bukasa Ntambwe Nkuna and his extensive experience within telecom billing solutions will improve the sales team to further build and expand our business. He will assume the role as Regional Account Manager.

The decision to strengthen the sales organization follows Basset's strategy to further build and expand our business with existing multi country operator customers and the ambition to take the position as the vendor that continuously gives more.

- I am really glad that Bukasa will join our sales team. The primary objective is to improve interaction with each local operation, defining customer needs, implementing and driving procedures needed to conduct proper planning of new releases, change management, competence programs, etc. All in all, Bukasa will make sure that Basset solutions and services are aligned to support our customer's operational efficiency, says Anders Smedberg, Executive Vice President Sales and Marketing.

Bukasa has worked as System Expert at Basset since 2007. He has been involved in many projects throughout the years, implementing Rev Up Interconnect in several operations in MEA and recently successfully integrating an upgrade of Watchdog Fraud 5.0.

- I am really looking forward to this new challenge. I am sure that my long experience and deep knowledge within telecom solutions will further improve our communication and to act as an advisor, not only within our sales team but especially towards our customers, says Bukasa Ntambwe Nkuna.

Meeting the challenges

- interview with Johan Norborg, Chief Technology Officer at Basset

The product development process is the core of our company. It ensures our solutions are constantly and rapidly evolving. When defining and developing our solutions, we listen closely to our customers and make sure they take part in determining the content of new releases. This, together with our industry intelligence, participation in GSMA and other forums, ensures that a solution from Basset is always competitive – now and in the future.



Major changes within R&D

There has been a lot of changes within the product management and R&D area at Basset the last years. One of the major changes made was to strengthen the Product Manager role; putting more focus on each products roadmap and strengthen the external communication and the interface with the customer base.

The Product Managers are out there listening to what is happening within their domains, attend and act as spokesperson at seminars and events - all this to increase the knowledge of market trends and customer needs.

“We strive to get more agile towards our customers’ needs”

- Our Product Managers is continuously in contact with our customers to build up a better insight in the needs and demands in the future. It is important to know what our customers think, not just about our products but also of Basset in general. We hope that with closer customer interactions, we will increase our knowledge and develop the products according to market needs and demands. We strive to get more agile towards our customers’ needs, Johan says.

Continuous development

The R&D department has applied a continuous development process, which has given us an even shorter time to market. The process involves the customers in the product release planning. A product board is responsible for capturing requirements from the market and every quarter decide on each new product release, what features that should be included and what needs to be pushed to a later release.

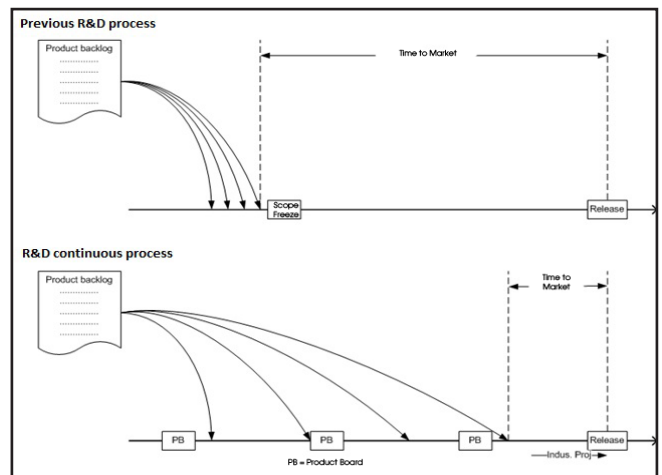
The Microsoft platform

Basset has also taken a strategic decision to choose Microsoft platform for our solutions. The choice of focusing on one technology will be more effective, simplify the management and is cost-effective. Windows Server gives Basset the means to perform, today and tomorrow.

The SQL Server is in class with Oracle 11g in terms of security, reliability, and scalability. It provides excellent integration points to data warehousing and Business Intelligence.

Competitive advantages

- We are quite unique in delivering carrier class business support systems for telecom operators on a 100% Microsoft platform. This gives us a competitive edge when it comes to price/performance and we are especially satisfied with the integration of Reporting Services and Business Intelligence into SQL Server 2008 R2. I hope this will please our customers in the end, Johan continuous.



Predicting the future

As always it's hard to predict the future, but Johan points out a number of trends that will affect both how solutions will be built and delivered and what functionality they need to have:

“This is a process that we already have begun and I am convinced it will accelerate in the future”

- 3rd party products, standalone or modules, provides such easily integrated and amazing functionality that it would have taken us years to develop it ourselves. By using smart architecture, SOA or other, it will be better for specialized, niche players like Basset to concentrate on what we are best at and let others develop for instance report builders and graphical analysis tools “for us”. This is a process that we already have begun and I am convinced it will accelerate in the future.

- The next “prediction” is by no means groundbreaking but for sure the shifting landscape due to migration to all-IP networks (change of players, changing roles in value-chain, change in what can be charged for and not) needs to be reflected in our products in order to stay competitive and useful for our customers. One such area is when IP-based interconnect settlement becomes more than just a cost-saver and starts generating new business possibilities. We see it as a great opportunity!

Mission to drive the Basset RevUp suite

- interview with Magnus Nordlöf, Senior Advisor RevUp suite

Basset
RevUp

Magnus Nordlöf, our newly appointed Senior Advisor for the RevUp suite, has been with Basset for over 8 years, and has over 15 years international experience from the telecom industry.



Basset is a market leader in roaming billing with over a decade of expertise of how operators effectively can manage their roaming billing.

To further strengthen position Basset has got in the roaming billing market and to increase the market share within the interconnect business; Magnus serves as business driver for both the RevUp Roaming and RevUp Interconnect solutions, the RevUp Suite, further.

He will act as a senior advisor within business development an inter-operator billing, to help the customers to gain operational excellence with help from our smart solutions.

“Our RevUp solutions helps operators to get more from their interconnect and roaming billing business”.

- With Basset's long expertise, we shall help our customers to develop their business with our smart solutions. Our RevUp solutions helps operators to get more from their interconnect and roaming billing business. It is uniquely designed and developed to increase the revenues and control from day one, Magnus points out.

Our RevUp suite

The solution suite is fast and easy to implement and even faster to learn how to use and manage. All the solutions within the RevUp suite are flexible and can easily be adapted to fit any unique business requirements and changing operational conditions.

RevUp Interconnect is the market's most cost-effective solution for domestic and international settlements. It eliminates revenue leakage by ensuring every call is captured, rated and invoiced correctly – regardless of which type of network originates and terminates the event. This complete interconnect billing solution will help operators maximize the potential revenues within this important domain.

The **RevUp Roaming** solution fully covers the operators roaming business needs. It is one of the world's most well proven roaming billing solutions. RevUp Roaming follows GSMA standards and is fully automated. It enables you to launch contracts quicker than your competitors.

RevUp Roaming will give operators control over their roaming traffic, increase visibility and maximize your profit.

- We are unique in our wholesale offer; our cost-effective solutions are suitable for both small and large operations due to our project model and the ease of implementing our software. We have a long experience of managing both the roaming and interconnect business at both small and multi country operators which makes us flexible and able to meet the markets demand on functionality, Magnus continues.

The market

The clearing houses have had a good position within roaming over the years, but we have seen a change in the market recently. Operators tend to decrease the outsourcing business, leave the clearing houses and seek solutions to manage the roaming billing business in-house.



Roaming has become a core business and the operators want to take control of their business again. They also gain the possibility to differentiate their roaming offering towards their customers, become more flexible and agile for changes and updates.

- The operators will gain access to the right tools and correct information to confidently negotiate with their partners. We can help you to successfully meet the challenges within your inter-operator business. We are experienced with working with operators, clearing houses and carriers all over the world, Magnus says.

“Roaming has become a core business and the operators want to take control of their business again”

The RevUp solution suite is designed to help operators gain control over the vital parts in their inter-operator business. The solutions are designed to work together – if you invest in one solution you can easily expand with another.

If you have any questions, please contact:
magnus.nordlof@bassetglobal.com

GSMA's Asia Pacific Fraud Forum at Bali, Indonesia

Basset
Watchdog

Fraud and revenue assurance continues to have great focus from the telecom operators at the moment. At Basset we can see a increasing demand as well as having several successful projects running within our Watchdog suite - with both new and existing customers.

We recently returned from the 19th GSMA's Asia Pacific Fraud Forum where we met up with Fraud and Revenue Assurance managers from the Asia Pacific area – all of them with the purpose to share knowledge and intelligence between each other.

Part of GSMA's Fraud Forums agenda is to encourage the telecom operators to participate in creating and maintaining PRD's for best practice – to create a huge knowledge base that all members can benefit from.

As a member of GSMA's Fraud Forum, we feel privileged to be involved in setting the industry standards, as it is of great importance, not just for us at Basset, but for our customers.

For further information about fraud management and revenue assurance, please contact our Product Manager for Watchdog, Nicolaj Aaroe, email: nicolaj.aaroe@bassetglobal.com

Meet us at BARG in Antwerp, Belgium

GSMA BARG #76 will be held in Antwerp, Belgium, October 4 - 6, at the Hilton Antwerp Hotel.

BARG is the working group of the GSMA responsible for Charging Principles and Agreements for new services. In addition, it works on improvements to procedures to ensure Roaming relationships work as efficiently as possible.

Come and see us at booth #6. Do not hesitate to contact us if you want to book a meeting with us, send us an email: sales@bassetglobal.com



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