



Infonova
Truly Transformational Solutions

AAPT OFFICIALLY NOMINATED FOR THE TM FORUM EXCELLENCE AWARDS 2009

TM FORUM TODAY CONFIRMED AAPT, ONE OF AUSTRALIA'S LEADING TELECOMMUNICATIONS COMPANIES, AS ONE OF THE SIX FINALISTS FOR THE BEST PRACTICES EXCELLENCE AWARD – COMMUNICATIONS SERVICE PROVIDERS.

GRAZ, AUSTRIA– April 9, 2009 – TM Forum today confirmed 6 official nominees for the prestigious TM Forum Excellence Awards due to be finalized and awarded at TMForum in Nice on May 6th.

AAPT, Australia's third largest telco was nominated due to the successful back-office technology transformation of its Consumer business, implemented by management consulting firm, BearingPoint Australia and realized using TMF Best Practice models and Infonova's proven front and back office BSS, which itself also incorporates key TMF standards.

More than 40 companies originally submitted their case studies. The initial detailed review by an independent panel of experts nominated 13 communications service providers as official nominees for the Best Practices Communications Service Provider award.

The final 6 companies represent a broad spectrum of service providers using TM Forum best practices and standards to reduce operating costs, automate processes and improve business effectiveness, within the telecom, cable, mobile and enterprise sectors represented in the nominee line-up.

The winner will be announced to an audience of more than 2,500 executives from the communications industry at the joint plenary of the TMForum Management World 2009 and Telco 2.0 conference on the morning of Wednesday, May 6, 2009.

As evidence of this success, AAPT together with BearingPoint Australia and Infonova has released a TMF approved case study, outlining how this transformation program enabled AAPT to dramatically reduce costs by consolidating hundreds of back-end systems to one state-of-the-art web interface, streamline the product lifecycle and simultaneously raise customer satisfaction.

AAPT is now able to deliver the products it offers in a highly automated way for provisioning and a billing. Provisioning has moved from weeks to days. New product offers can now be configured in hours, instead of months. The bundling rate has risen to 75% through the ease of use of the self-service-styled platform. Online sales have risen to 25% through the availability of the easy to use, flexible self serve platform.

About AAPT

AAPT is Australia's third-largest telecommunications company, offering local and long distance voice, mobile, data and internet services for residential, business, government and wholesale customers, via its extensive national fibre network. AAPT is 100% owned by Telecom New Zealand, New Zealand's largest listed company and one of the top 20 largest listed companies on the Australian Stock Exchange. Formed in 1991 as Telstra's first competitor in long distance voice and data services, AAPT's mission is to offer customers a true alternative telecommunications service.

For more information, please see: www.aapt.com.au

About Infonova

Infonova was founded in 1989 and delivers highly automated IT solutions for Telco & Media companies. Infonova's BSS solutions have been implemented for incumbent, attacker and cable operators supporting triple & quadruple play service portfolios. Encapsulating decades of knowledge, Infonova's latest BSS product, Release 6 is a fully J2EE order to cash platform that supports real multi-tenant order to cash operations for fully convergent and complex business models.

For more information, please visit www.infonova.com