

## Optimize Your Communications and Entertainment Experience by Leveraging Coscend's pioneering innovation, 'Software Service Factory'

### Elevator Pitch

Coscend's flexible software solutions automate telecom operations and services. These software solutions help service providers optimize subscribers' communications and entertainment experience. Coscend's pioneering software development engine that enables telecommunications services is embodied as '**Software Service Factory**'. Proverbially, this innovative approach helps reduce your communications and entertainment 'bill to a tenth'!

### Customer impact

This innovation engine enables:

- Telecom services at customers (service providers) up to 60% faster and at 40% lower cost, and thereby generate operational efficiency,
- Flexible deployment of new products and devices by mixing and matching pre-built products at the customers' own pace, without requiring them to replace their legacy systems.

Thus, Coscend's software solutions help service providers optimize their subscribers' experience.

### Industry validation

- Leading service providers are working with Coscend to secure these benefits achieved through risk mitigation and multi-fold differentiation.
- Industry analysts and trade organizations have:
  - Ranked Coscend as a '**pioneer**' alongside IBM, Motorola, Accenture, Oracle, Amdocs and Telcordia.
  - Recognized Coscend as **Best of Business, 2009** for being a Top 5% small business in the U.S.
- *Marquis' Who's Who* has honored Coscend's leaders for notable, outstanding achievements and contributing significantly to the betterment of contemporary society.
- Non-profit research organizations and universities are collaborating with Coscend to evangelize and showcase Software Service Factory.

### What Customers and Industry Analysts Say about Software Service Factory

"... users ... rated the output as '**Excellent**' to '**Exceptional**.'"  
Oscar Rene Reyes Ruiz, **Customer, \$1 billion service provider**

"Compared to our internal **IT team**, and **COTS product vendors**, the **ROI from Coscend is obvious.**"  
Art Nichols, **Customer, \$500 million service provider**

"I am **impressed with Coscend's contributions** ... I had to spend just a few hours with Coscend... I am intrigued **by Coscend's model**..."  
Theresa Strombotne, **Customer, \$14 billion service provider**

"**Coscend Communications** is ... **pioneering a new approach** to ... software applications development, and systems integration."  
**Light Reading Network**  
December, 2007

"**Coscend** is at the **vanguard of a new evolution** in telco OSS/BSS systems integration."  
**Caroline Chappell**  
A leading authority in the communications services software industry

"There are **innovative ... tools** from ... **Coscend** bubbling up, which will help accelerate the data consolidation process and reduce its cost."  
**Dennis Mendyk**  
*Editor, Building a Telco Service Factory*

## Gain Operational Efficiency, Flexibly Deploy and Accelerate Time to Market Services

### Customers' needs

Service providers are focused on new product creation, integration and launch, 4G LTE deployment, IMS-enabled applications, customer and network data unification, systems consolidation and data center capacity expansion. To accomplish these even while positioning the organization to meet evolving needs, there is a need to combine the technical standards and methodologies of telecom network engineering and software engineering in one process infrastructure and operating in one organization, but is currently unavailable in the industry.

### Coscend's solution

Coscend's flexible software solutions automate network operations and enable revenue-generating software applications. Coscend's pioneering software development and integration engine with associated infrastructure that enables telecom services is embodied as '**Software Service Factory**'. This innovation engine enables:

- Telecom services at customers (service providers)
  - Up to 60% faster (i.e., 4-6 months instead of 9-12 months), since customization cycles are shorter with the existing software assets, and since standalone products can be separately upgraded or debugged.
  - At 40% lower cost, since standalone product-based development and integration joins existing software building blocks with new, and thereby generate operational efficiency,
- Flexible deployment of new revenue-generating applications, services and devices by mixing and matching pre-built products at the customers' own pace, without requiring them to replace their legacy systems, since open architecture and standalone products can be quickly adapted, and since they receive source code for minor modifications.

Thus, Coscend's software solutions could help service providers optimize their subscribers' experience.

### Coscend's secret sauce

How Coscend's Software Service Factory helps differentiate customers' products

By applying combined expertise in telecom network engineering and software engineering, Coscend has (i) identified *commonalities* in both structures and processes across nearly 1500 *disparate, manual* telecom operations across OSI layers, (ii) developed an industry-benchmarked operationally-efficient *process infrastructure* that integrates software engineering and telecom network engineering standards and methodologies, operating in one organization, and (iii) *automated* the commonalities by using the above process infrastructure to develop products, and combined these products into software solutions. Due to this fundamentally different approach, Coscend's products are *re-usable, portable* and *technology-agnostic* (work across multiple platforms and environments), and hence, are sustainable. These characteristics enable standalone product functionalities, or can be combined to deliver a superset product functionality with minor refinements, rather than having the customers create every new product from scratch or integrate by incurring 75% additional cost. These products are re-usable at a customer three to five times a year, and portable across its operations and applications for different subscriber segments. Coscend has created 36 software solutions that can be grouped into 350 process automation tools and over 1000 network technology tools and revenue-generating applications. Coscend's products comprise mobile, Web, OSS, BSS and enterprise functions, and span across Layers 3-7 of OSI model. Coscend's solutions have been built by using:

- **Uncommon combined expertise** in network hardware engineering and standards, software engineering and telecom business leadership. This helps create flexible systems.
- Benchmarked, industry-standard **process infrastructure** that aligns with customer needs. This drives agility in the operations.
- **Empowering pre-built software assets** (tools, platforms, adapters, applications) that enable freedom of choice during product implementations, as there are no license and usage fees.

Consequently, these inherently scalable and flexible products position service providers to meet the dynamically evolving consumer needs.

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### Leadership team

- 80 years of combined expertise in telecom business, network hardware and software engineering. Since its inception, Coscend has been led by industry leaders from Nortel Networks, Perot Systems, Verizon, AT&T, British Telecom, T-Mobile, Liberty Global, COLT, PCCW, Infineon, France Telecom, NEC, Channel 7, Alcatel-Lucent, Ericsson, IBM, EDS, Convergys, EMC and Motorola.
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### Coscend's offerings

Offering	What customers get	Customer benefits
1. <b>Telecom strategy</b>	A roadmap for P&L owners of businesses	<ul style="list-style-type: none"> <li>• Uncover the business problem</li> <li>• Business and software solution creation</li> </ul>
2. <b>Network technology tools</b>	For technology owners: Deploy portable, re-usable, and technology-agnostic tools	Creation of roadmap and solution architecture for cost-effective development and delivery of services on tap and features on the fly
3. <b>Software products</b>	For software operations owners: <ul style="list-style-type: none"> <li>(i). Deploy <b>software solutions</b> and test new services in customer-dedicated <b>Innovation Lab</b>—'try before buy'</li> <li>(ii). Manage the above</li> </ul>	Design, develop and deploy portable, re-usable and technology-agnostic software

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### **About Coscend Communications Solutions**

Coscend's flexible software solutions automate telecom operations and services. These software solutions help service providers optimize subscribers' communications and entertainment experience. Coscend's pioneering software development engine that enables telecommunications services is embodied as '**Software Service Factory**'.

### **Safe Harbor Statement**

This document includes statements that are based on current expectations of Coscend's (the "Company's") growth prospects, of the current economic environment, and of the factors pertaining to the Company's business environment, and that may constitute forward-looking statements made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995, the accuracy of which are necessarily subject to risks, uncertainties, and assumptions as to future events that may not prove to be accurate. The Company cautions that these statements are not guarantees of future performance, and that the actual results may differ materially from those expressed or implied due to risks and uncertainties associated with the Company's expectations with regard to, but not limited to, the Company's ability to successfully implement its strategy, and its growth and expansion plans, technological changes, its exposure to market risks, general economic and political conditions in the markets it operates that have an impact on its business activities or investments, changes in the laws and regulations that apply to the industry segment it operates, including with respect to tax incentives or trade benefits, adverse changes in foreign policies of the governments of the regions in which it operates, including those relating to outsourcing and immigration, increasing competition in and the condition of the segments in which it operates, the prices it is able to obtain for its services, wage levels of the professionals it employs in the markets it operates, the loss of significant customers, the monetary and interest policies of the country in which it operates, inflation, deflation, unanticipated turbulence in interest rates, foreign exchange rates, equity prices or other rates or prices, the performance of the financial markets in the countries in which it operates, changes in domestic and international laws, regulations and taxes, and changes in competition in the communications software industry. Coscend undertakes no obligation to update or revise any forward-looking statements, whether as a result of new information, future events, or otherwise.

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