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Ascade strengthens market leadership through deal with Swiss operator sunrise.

Ascade, the market leader in Business Operations Systems for international voice minute management recently announced that it has signed a major contract with sunrise, the leading alternative carrier for voice-, data-, infrastructure- and Internet solutions in Switzerland. sunrise is the brand name of TDC Switzerland AG.

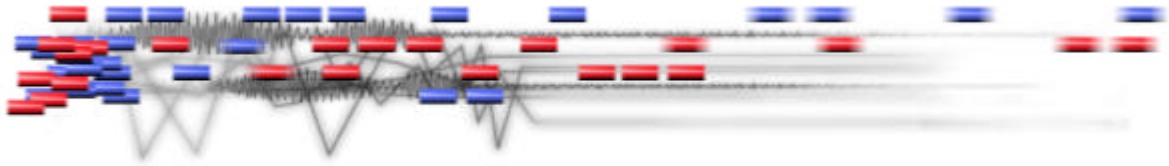
Carrier Cockpit™ was chosen after sunrise conducted a careful evaluation where all major solution providers on the market participated. The deal covers the complete Carrier Cockpit™ product including support for automatic upload of routing orders on the sunrise EWSD Siemens switches through the Carrier Cockpit™ Routing Provisioning solution.

The system is already being implemented and will enable sunrise to streamline and optimise their wholesale operations in order to compete with the most advanced players in Europe.

"With the growing number of interconnects and the increasing requirements on quality and speed of routing changes it became more and more clear to us that we needed to make a significant step in improving our existing tools for managing our wholesale operations", said Ynze Boomsma, Director Carrier Relations Wholesale at sunrise. "After a thorough evaluation process we decided to choose the Carrier Cockpit™ solution because of its complete Value Based Routing functionality, its user interface and the professionalism shown by Ascade. We have full confidence that Carrier Cockpit™ will bring us the cost and quality benefits that we have anticipated and we look forward to a long lasting business relationship with Ascade."

"This agreement further strengthens Ascade's Carrier Cockpit™ as the world-leading product for managing international voice carrier business", commented Christopher Grahn, CEO of Ascade. "sunrise is a very professional customer who really made us prove our capabilities. We are of course delighted that we were considered to best meet their high standards and we look forward to jointly develop sunrise's competitive advantages as a strategic partner".

Carrier Cockpit™ is the preferred choice among wholesale and incumbents alike, and is used by major Tier 1 and Tier 2 carriers worldwide. The system streamlines and automates all aspects of international voice minutes operations, from buying and routing to pricing and selling. Carrier Cockpit™ also provides management with real-time revenue assurance and business steering capabilities supporting various carrier business models and parameters.



sunrise

sunrise is the brand name of TDC Switzerland AG, the company resulting from the merger of the telecommunications companies diAx and sunrise.

sunrise is the leading alternative carrier for voice-, data-, infrastructure- and Internet solutions in Switzerland. Thanks to an extensive national infrastructure and an international outlook, sunrise is the ideal partner for customized wholesale solutions – both within Switzerland and across Europe.

Ascade

Ascade is the market leader in Business Operations System for international voice minute management with customers including some of the worlds most prominent voice carriers ranging from major international Tier 1 carriers to advanced Tier 2 operators and new entrants.

Our solutions enable telecom carriers worldwide to maximise profits by managing their international voice business more effectively. Ascade's market-leading Business Operations System, Carrier Cockpit™, empowers telecom professionals in the wholesale and traditional voice carrier business to streamline and automate all aspects of international voice minute operations, from buying and routing to pricing and selling. It also contains extensive management support to help keep track of everyday activities and indicators.

Ascade AB

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