

First Keynote SIGOS User Conference in the APAC Region Proves Great Success

Keynote SIGOS, the leader in active testing and monitoring solutions of telecommunication network services held its first User Conference in the Asia Pacific region from 29th October to 31st October in Kuala Lumpur, Malaysia.

Kuala Lumpur, Malaysia — 31st October 2008 —

Almost 90 representatives from nearly 30 telecommunications operators and partners followed the invitation to Keynote SIGOS' debut APAC User Conference from 29th October to 31st October in Kuala Lumpur, Malaysia.

“As the leading solution provider for active testing Keynote SIGOS has continuously strengthened its global position, over the last years focusing increasingly on the Asia Pacific region.”, says Adil Kaya, Managing Director of Keynote SIGOS. “We have always considered partnership and close collaboration with our customers being one of the key factors of our success, and, with the tremendous growth of our business in the APAC region it was just the logical next step for us to hold a User Conference in this region. Although we are hosting a very successful annual International User Conference in Germany, we still have been overwhelmed by the response and great interest in this first time regional APAC User Conference.”, Kaya continues.

The APAC User Conference was also considered by the management board of Keynote Systems, the U.S. parent company of Keynote SIGOS, as one of the key events of the company for a better understanding of the individual requirements of APAC customers. Umang Gupta, Chairman & CEO of Keynote Systems joined the Conference and said: "The global business in Internet and mobile telecommunications requires sophisticated solutions for end to end service assurance and quality testing. Keynote Systems, together with our German subsidiary Keynote SIGOS, offers such solutions for IT and Telco customers worldwide. Our APAC User Conference provided us with a great opportunity to personally meet our regional customers and partners and to hear first hand from them about their product requirements and needs".

The APAC User Conference basically followed the proven threefold concept of the established International User Conference being held every year in Nuremberg, Germany: 1) presentations by

Keynote SIGOS experts on different aspects and solutions in the field of active testing, 2) customer speeches giving an insight into their business and usage of Keynote SIGOS solutions, 3) hands-on style live demonstrations of Keynote SIGOS solutions in smaller groups which allows for effective discussions.

SITE, the modular and versatile Keynote SIGOS flagship test system for telecommunication services was demonstrated, as well as *GlobalRoamer*, the outbound roaming solution hosted by Keynote SIGOS on a S.a.a.S. (Software-as-a-Service) concept for customers who do not run their own *SITE* test system.

Muhammad Affandi, Vice President of Revenue Assurance & Integrity at Indosat, Indonesia: *“As we are new users of Keynote SIGOS products, The Asia Pacific User Conference is beneficial for us in obtaining experience among telecommunication operators in implementing the tool and to see what the upcoming features, products and related technologies will be. Now we have the right tool to verify charging and reporting for our mobile services, as our marketing and product teams are very aggressive in promoting our product features and tariff. We have a magic mirror to evaluate ourselves and to do essential improvement in our network and charging system.”*

Other related topics, such as, warranty aspects were also discussed and the APAC User Conference clearly aimed to encourage experience exchange. As Eddie Fong, Vendor Manager, Mobile & Consumer SingTel Optus, Australia reflects: *“I was delighted to have the opportunity to share with other telecom operators on warranty and on-going support at the Keynote SIGOS APAC User Conference. It also provided me the opportunity to meet Keynote SIGOS executives and to network with people from the telecom industry.”*

Guest speaker Cristiano Pontani, Program Manager Network & Service Quality Partner Networks Vodafone Technology Networks, Germany: *“The event was very well organized and perfectly fit the audience. I have personally found the APAC User Conference very interesting and useful for my role in Vodafone. Meeting people from different operators and discussing common issues definitely contributed to create synergies and gave me a broader view on this complex scenario. I am pleased to see that Keynote SIGOS is constantly increasing its focus on our Quality of Service requirements, to help us delivering the best customer experience”.*

With all that positive feedback, what can be expected from a possible 2nd APAC User Conference? Kaya explains: *“We constantly aim to optimize our products and services. Therefore, the opportunity to*

meet many of our customers at a time, discussing multiple views, is of great value to us, and, in consequence, also to our clients. For our User Conferences the same applies as for our products and services: we are striving to continuously improve the Keynote SIGOS User Conference experience and have already one or two new ideas.” Bjorn Koetz, Executive Manager Asia/Pacific at Keynote SIGOS, adds: “We have already increased our sales and service power in the APAC region in the recent past and will continue with this development. Within this context, our partners—offering sales and service—are playing a key role in our plans.”