



**MEDIA RELEASE**  
**For immediate release**

## **S2Net Announces Strategy to Help Global Telcos Reduce Service Design Times from Days to Minutes**

**Nice, France, Tuesday 16th May, 2006**

**The company previously known as Open Telecommunications OSS (OT) today announced its new name, brand and a new business strategy focused on solving the problems faced by global telecommunications carriers and service providers in the area of automated service fulfilment.**

The announcement is the result of an extensive strategic review, undertaken in conjunction with parent company Macquarie Bank, following its acquisition of OT last year.

Open Telecommunications has re-focused its business to concentrate on those areas in which it is a specialist - providing market-leading automated services to network design solutions to global telecommunications carriers. To more accurately reflect its new focus, the company has changed its name to **S2Net**, which stands for Services to Network

S2Net CEO, Rene Frei says the change of company direction came about as a result of the fact that service providers globally are facing mounting pressure to reduce costs and bring new services to market more quickly.

“Telecommunications providers are facing multiple challenges as they try and compete in a deregulated environment. In order to stay competitive they need to bring new services to market more quickly, reduce costs and consolidate multiple network infrastructure, some of which may be legacy and some of which may be IP-based. S2Net’s new focus provides the solution to all of these challenges and will be of considerable interest to telecoms carriers and service providers globally,” said Frei.

As a horizontal specialist in service-to-network design, S2Net provides a rules-based automated design system that offers true “lights-out” design for all network service orders and is the only automated service fulfillment software in the OSS space to currently offer this level of automation.

Frei says that over 500 man years of research and development by some of the leading experts in the services design software field have culminated in a product that is unmatched in its level of automation.

“S2Net offers the only automated service design solution that can work over incumbent inventory products and, once, modelled the same design rules can be applied to every new service without exception. The ramifications of this are ground breaking for

telecoms carriers. It will enable them to reduce their service design times in many cases from days to minutes and will significantly lower their service design costs.

“Because our solution is architected to use inventory solutions other than our own, we can leverage our customers’ existing investment. And carriers transitioning to Next Generation infrastructure or consolidating disparate networks are able to do so without undergoing the high-risk, costly data migration that is usually associated with this type of activity. This is a unique capability in the service fulfillment software space.”

Frei said that customers using the company’s flagship product suite, S2Net-Automation, were already enjoying substantial returns on their investment.

“SingTel Optus has realised a 400% improvement in designer efficiency since implementing S2Net-Automation and the company expects to achieve a return on new services automation in under a year.”

S2Net is launching at the TeleManagement World Forum in Nice this week (May 16 – 18) where the global telecommunications industry gather to discuss new innovations and industry issues.

During the forum, Noel Jarrett, Director of Business Network Operations for SingTel Optus will illustrate how today’s telecommunications companies can gain a competitive advantage through fully-automated service fulfillment using S2Net’s products.

- Ends -

## **NOTES TO EDITORS**

S2Net will be at Booth #69 at the Telemanagement World Forum [www.tmforum.org](http://www.tmforum.org)  
The SingTel Optus presentation will be held at 9.35am on Thursday 18<sup>th</sup> May

### **About S2Net:**

S2Net (formerly Open Telecommunications OSS) provides industry leading service fulfillment and inventory solutions to telecommunications service providers and carriers worldwide. A subsidiary of Macquarie Bank, S2Net’s headquarters are in Sydney, Australia, with regional offices in Asia Pacific, North America and Europe.

S2Net - standing for service-to-network - is committed to developing network-aware software that revolutionises service design for its client base of fortune 500 companies that includes SingTel Optus and Wiltel.

[www.s2net.net](http://www.s2net.net)

### **About Macquarie Bank:**

S2Net is a subsidiary of Macquarie Bank, a diversified international provider of financial and investment banking services, headquartered in Sydney, Australia. Macquarie has reported successive years of record profits and growth since 1992 and now employs over 7600 people in 23 countries globally.

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