



NEWS RELEASE

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TIM Brazil chooses Celcite's software solutions to manage network quality

*Celcite announces contract with Brazilian wireless operator for
subscriber experience optimisation and customer care*

Herndon, VA, USA: November 8, 2011 — Celcite Management Solutions (www.celcite.com), the world's leading provider of automatic optimisation tools and services for wireless networks, announced today that Telecom Italia Mobile (TIM) in Brazil, one of the largest cellular operators in Latin America, has purchased Celcite's COPS-GEO software solution. COPS-GEO will manage, monitor and optimise subscriber experience and empower customer care centres to offer an improved level of service.

Using Celcite COPS-GEO enables TIM Brazil's Network Quality team to monitor and improve both voice and data services experienced by its customers, as well as analyse and resolve hot spots and other optimisation related issues. By using geo-coded mobile measurement data to analyse network data from the perspective of the subscribers, COPS-GEO provides an innovative alternative to legacy drive testing. COPS-GEO also provides TIM Brazil with continuous 24/7 analysis of its most important subscribers, allowing both proactive customer engagement and the opportunity for targeted campaigns to assure these customers that their network issues are being addressed.

"Maintaining TIM Brazil's reputation for network quality and performance for both voice and data is critical in allowing us to reduce churn and improve customer experience in Brazil's highly competitive environment," said Emanuele Nunzio Mazzeo, Head of Network Quality of TIM Brazil. "COPS provides us with a best-in-class solution based on actual customer data, which enables us to achieve this objective in the most cost-effective way."

"The accelerating usage of smartphones and data services places huge demands on operators to continually monitor and improve their network quality, and traditional drive testing analysis is no longer an adequate measure for such a sophisticated service offering," said Sanjay Nagdev,

senior vice president for global sales at Celcite. “We are confident that Celcite will provide TIM Brazil with the sophisticated tools it needs to maintain the very best experience for its customers, and to keep its competitive edge.”

TIM Brazil’s decision to purchase COPS-GEO is the culmination of a detailed three-month procurement process that involved the operator assessing multiple vendors. The package includes cloud-based software solutions, implementation services and training. It will be partially deployed during the fourth quarter of 2011, followed by a nationwide solution deployment in Q1, 2012.

Celcite will be showcasing the latest version of COPS at AfricaCom 2011 in Cape Town, November 9 – 10 (VIP meeting room M09). SMS or call +27 83 299 0950 if you would like to attend a demo session.

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About Celcite Management Solutions

Celcite Management Solutions delivers optimisation solutions for all wireless technologies including GSM/GPRS/EDGE BSS, UTRAN (WCDMA/HSPA +HSUPA PH2) and E-UTRAN (LTE). Founded in 2003, we have enjoyed rapid growth by providing timely and cost-effective wireless consulting services and customised network performance tools to wireless operators worldwide. Celcite’s management and consultancy staff combine more than 1500 years of telecom engineering experience. Through a combination of this experience and an intelligent solution known as COPS, Celcite is able to deliver a vast range of professional solutions and services, providing outstanding quality and customer satisfaction.

COPS is the ground-breaking optimisation solution developed by Celcite to meet the demands of leading mobile operators. It is a multi-technology Self Organising Network (SON) solution that provides a centralised and multi-vendor intelligent operating support system, automatic root cause analysis and executable solutions. This enterprise platform contains a proprietary automatic intelligent correlation engine to monitor, manage, and optimise networks. With COPS,

operators achieve greater than 70% improvement in engineering efficiencies, significantly improved network quality and pure customer delight.

For further details please see www.celcite.com.