

## **KPN Mobile Group chooses ServiceAssure™ solution to provide customer-centric service quality and service level management**

*KPN's selection of ServiceAssure marks a significant milestone in service management adoption across wireless service providers in Europe*

**Bellevue, Washington, January 18, 2005** – WatchMark-Comnitel, a leading provider of service assurance solutions for wireless service providers, today announced that the KPN Mobile Group has selected WatchMark-Comnitel's ServiceAssure™ service management solution for a group framework agreement.

ServiceAssure enables service provider's network operations, customer care and enterprise account management teams to collaborate utilizing customer-centric SQM/SLA management to profitably deliver consistent quality services and customer care to its customers.

The group framework agreement is the culmination of a long-term partnership between KPN Mobile and WatchMark-Comnitel in supporting KPN Mobile's evolving long-term strategy of managing its network based on the quality of the services it delivers to its customers and providing world-class customer care.

Speaking on behalf of WatchMark-Comnitel, Kieran Moynihan, CTO and General Manager of the ServiceAssure division said, "We are very honored to be chosen by the KPN Mobile Group as their service management partner. We have enjoyed working with KPN on their service management strategy and applaud KPN's commitment to delivering best-in-class service quality and customer care to their customers. We look forward to supporting the KPN Mobile Group's evolving customer-centric SQM/SLA management strategy."

Matthieu Joosten, Director of IT Services, the KPN Mobile Group said, "Deploying ServiceAssure as our service management solution will allow us to meet our promises of consistent service quality and customer care without compromising on profitability. Central to our decision in selecting the WatchMark-Comnitel solution was the customer-centric approach adopted by ServiceAssure which enables end-to-end visibility of the total subscriber experience to all the customer touch points within the organization." He added, "WatchMark-Comnitel has pioneered the wireless customer-centric SQM/SLA management market. Their wireless expertise coupled with their practical understanding of how a telco business can benefit from SQM/SLA management was a significant factor in our decision to select WatchMark-Comnitel."

### **About KPN - Royal Dutch Telecommunications**

KPN offers high quality and innovative telecommunication services to both consumers and businesses. KPN's core businesses are: fixed network services in the Netherlands, mobile services in the Netherlands, Germany (E-Plus), and Belgium (BASE) and data services in Western Europe.

At the end of the third quarter of 2004, KPN serviced a total of 7.6 million fixed line and 1.6 million Internet customers, and 16.5 million mobile customers.

## **About WatchMark-Comnitel and Metrica Software Systems (UK)**

WatchMark-Comnitel and Metrica Software Systems (UK), a subsidiary of WatchMark-Comnitel, is a leading supplier of network performance management, service quality management (SQM) and service level agreement (SLA) management solutions and services. These service assurance solutions improve service quality, lower operational costs and optimize network usage and capacity and have been deployed by more than 300 network operators worldwide and sourced by four of the leading network equipment manufacturers. The company operates globally and has a strong North American and European investor base. The company is headquartered in Bellevue, Washington, USA, with major offices in Cork, Ireland, Galway, Ireland, Richmond, UK, Bath, UK and Kuala Lumpur, Malaysia.

To learn why more than 300 network operators trust WatchMark-Comnitel and Metrica Software Systems (UK) as their service assurance solutions provider, visit [www.watchmark-comnitel.com](http://www.watchmark-comnitel.com).