

## *Press Release*

Fujitsu Asia Pte Ltd

### **Fujitsu and Sigma Systems Partner to Speed Delivery of Triple-play Services for Communication Service Providers in Southeast Asia**

*Joint solutions to reduce operations and IT costs for deploying bundled services*

**Singapore, March 23, 2010** – Fujitsu, a leading system integrator and provider of business, information technology and communications solutions, today announced a regional partnership with [Sigma Systems](#) to better serve the IT needs of Communication Service Provider (CSP) customers across key ASEAN markets.

Fujitsu will develop IT solutions that incorporate Sigma Systems' Service Management Portfolio of [award-winning Operational Support Systems \(OSS\) solutions](#), including:

- [Service Management Platform](#), a service-oriented architecture based platform that automates the order management, provisioning and activation lifecycle for Internet Protocol (IP) based business and residential services, including bundled offerings of high-speed Internet, voice, TV and mobile
- [Device Provisioning Manager](#), which auto-configures devices, including DOCSIS 3.0, IPv6 and Session Initiation Protocol (SIP) end-points, for scalable, reliable rollouts of new telecommunications services

The Sigma Systems Service Management Portfolio of service fulfilment solutions is trusted by major CSPs around the globe to deliver and manage hundreds of millions of IP-based services, including triple-play and quad-play offerings.

In ASEAN markets, Voice over Internet Protocol (VoIP) is poised for significant growth. Sigma Systems has provisioned more than 10 million residential and business VoIP lines worldwide.

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As CSPs try to scale and look to roll out new service offerings, inefficient back-office solutions begin to fail, resulting in increased errors, high rates of order fallout and churn, and consequently, higher operational costs. Sigma Systems automates provisioning and activation processes for scalability. The end-to-end service fulfilment solutions enable the seamless delivery of services over any access technology including Fibre to the Home (FTTH), resulting in reductions in order fallout, churn rates and operational costs.

CSPs are seeking to gain a competitive edge by offering advanced services or service bundles, either through acquisition or new product introduction. In many cases, CSPs end up with multiple service silos, resulting in inefficient service fulfilment and disjointed views of the subscriber. As the industry leader in service transformation, Sigma Systems uses its expertise and OSS solutions to help CSPs move services out of silo-based environments and onto a single services platform. By unifying the services layer, service providers realise the following benefits:

- **Increased Profitability** and accelerated time-to-revenue by deploying residential and business services faster and delivering innovative service bundles
- **Increased Productivity** through automated provisioning and activation of voice, video, data and wireless services
- **Increased Customer Satisfaction** resulting from a 360-degree view of the subscriber and reliable and access technology agnostic service fulfilment

The partnership combines Fujitsu's strengths in project management and solutions delivery with Sigma Systems' expertise in service fulfilment technologies. This will unlock synergies that elevate service standards and satisfaction levels for telecommunications customers in ASEAN.

"Fujitsu is delighted to join forces with Sigma Systems in our relentless drive to fulfil the IT needs of our telecommunications customers in ASEAN. With Sigma Systems on board, Fujitsu possesses the ability to engineer fully

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automated, end-to-end systems that improve operations processes such as order capturing, service fulfilment and account billing. This will directly affect a CSP's ability to quickly develop and launch new products, which we see as a major source of differentiation for CSPs in winning the time to market battle," said Mr. David Bowden, vice president of Strategic Initiatives for Fujitsu.

The partnership will offer ASEAN CSPs increased profitability and accelerated time-to-revenue; the ability to deliver any service over any infrastructure and any combination of networks access technologies; and improved productivity through automated service fulfilment.

"Sigma Systems is honoured to introduce the benefits of our industry-leading solutions to telecommunications customers in ASEAN via this partnership. We look forward to working hand-in-hand with Fujitsu to build IT systems that address their operations needs," said Mr. Gary Gibbs, vice president of Channel Development at Sigma Systems.

Under the agreement, Fujitsu will collaborate with Sigma Systems, a leading provider of advanced end-to-end service fulfilment solutions, on IT projects for telecommunications customers. Other companies under the Fujitsu Group will also perform similar roles in regional markets including Malaysia, Thailand, Indonesia, Vietnam, Laos and Cambodia.

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### **About Fujitsu Asia**

Fujitsu Asia was established in Singapore in 1997 to provide leadership in business development, technology innovation and customer support as regional headquarters for the Fujitsu group of companies in ASEAN. Building on Fujitsu's three decades of experience in the ASEAN region and with a pool of highly skilled engineering talent, Fujitsu Asia is dedicated to providing comprehensive integrated IT-based business solutions that deliver tangible business value and enable customers to meet the challenges of the new global economy. Fujitsu Asia is a wholly owned subsidiary of Tokyo-based

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Fujitsu Limited (TSE:6702), a leading provider of IT-based business solutions for the global marketplace. For details, please visit: <http://sg.fujitsu.com>.

### **About Sigma Systems**

Sigma Systems is the proven global leader in delivering advanced IP service fulfillment solutions. Sigma Systems' powerful solutions enable the world's Next-Generation Operators (NGOs) to Deliver a Rich Consumer Experience through communications and entertainment services – over any access technology to any device. The company's award-winning solutions include order management, provisioning and activation, and active mediation of residential and business VoIP, broadband, video, and triple-play and quad-play services. NGOs around the globe – including Bell Aliant, Cox, TELUS, YouSee, Rogers and ZON Multimedia – trust Sigma Systems for service transformation and innovative solutions with market-leading expertise for the delivery of today's – and tomorrow's – new services. For more information about Sigma Systems, visit <http://www.sigma-systems.com>.

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