

Press Release
Aalborg, Denmark
May 20, 2013



Frost & Sullivan presents 2operate as Europe's Most Innovative Provider of Operations Support Systems

London, UK, May 14, 2013 – At the award ceremony of Frost & Sullivan's annual Growth, Innovation and Leadership event at the Guoman Cumberland Hotel last Tuesday night, the Danish telecom software provider, 2operate, was celebrated as the receiver of the *2013 New Product Innovation Award* in the Operations Support Systems (OSS) category. The CEO of 2operate, Lars Moltsen, was present to receive the award.



"We are very proud to receive this prestigious award from a leading, international analyst firm," said Lars Moltsen. "This tells us that we are on the right track, making a positive difference to an industry which is undergoing tough changes these years. One of the most significant changes in near future is increasing network complexity from more heterogeneous networks combining network technologies to ensure coverage in rural areas and capacity in urban environments. Our role is to make such networks manageable with approximately the same level of staff that operators have today."

The conclusions of the recently published Best Practices research report by Frost & Sullivan states: *"Frost & Sullivan presents the 2013 New Product Innovation Award to 2operate for the game changing solution known as 2solve. Leveraging upon unique technologies and advanced graphic user interfaces, 2operate has properly designed 2solve to be an attractive and a more intuitive way of managing the network. 2operate has been able to build a product which can help save cost and resources. The functionalities of 2operate offer a unique way of making the network management both quite simple and effective."*

About 2operate

2operate belongs to a new generation of specialized innovators in a market for network management software. By exploiting advanced mathematics, latest advances in software engineering, and effective data visualization, 2operate enables mobile service providers to operate better networks at lower cost.

2operate was founded in 2009 by a team of experienced telecom executives and software experts to commercialize IPR developed under two European research projects on network automation. 2operate differentiates through a strong combination of technical skills and telecommunications business understanding. Its mission statement is "Simplifying Troubleshooting" which has been successfully steering product development since company launch.

Read more at: www.2operate.com

About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best-in-class positions in growth, innovation and leadership. The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best-practice models to drive the generation, evaluation and implementation of powerful growth

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strategies. Frost & Sullivan leverages 50 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from more than 40 offices on six continents.

Read more at: www.frost.com.

For further information, please contact

Lars Moltsen, CEO
Phone: +45 2070 4123
Email: lm@2operate.com



Illustration 1: Lars Moltsen, 2operate (left) and Gary Jeffery (Frost & Sullivan)