

**FOR IMMEDIATE RELEASE**

**PRIME CARRIER LAUNCHES NEXT GENERATION CARRIER SALES  
MANAGEMENT SOFTWARE**

**New Approach and Unique delivery to maximize the profitability of voice  
traffic sold to other carriers**

Dublin, Ireland — March 14<sup>th</sup>, 2006 — Prime Carrier Ltd., a market leader in the provision of solutions for the international wholesale carrier-to-carrier and retail telecommunications markets, today announced its Next Generation Carrier Sales product - MOST Sales Manager 3.0 – representing a new approach in the Wholesale Telecommunications industry and employing innovative technology to support the entire Sales process between carriers.

Prime Carrier's MOST Sales Manager is the only product available today that is exclusively focused on an industry-wide problem of exercising control over the Sales process. Within this process a vendor has to determine the base costs of the minutes sold, set margins to create profitable offer prices, compare these against any target rates issued by customers and generate a competitive offer that protects against loss making routes and supports the increasing use of portfolio pricing. Without sophisticated software to manage this activity the selling carrier can experience difficulties in appropriate and effective Margin Management, understanding Customer Target Rates, which leads to lost revenue and invoice disputes with other carriers.

Prime Carrier has taken Carrier best practices and combined them with its deep industry knowledge to develop a solution that will ensure that the best price and highest margin can always be achieved but also delivers unprecedented flexibility, manageability and control to the Sales process. This is uniquely delivered in either a 24/7 on-demand environment, as a managed service or under a traditional software license. With this approach Prime Carrier can overcome many of the barriers involved in deploying software solutions, as it requires no CAPEX budget

*Prime Carrier announces MOST Sales Manager 3.0*

spend, gives an immediate Return on Investment and does not require the carrier to undertake a lengthy deployment project nor make any changes to their business processes.

MOST Sales Manager supports the entire Sales process between carriers, providing the features necessary to evaluate the variables involved in generating sales prices, driving revenues and protecting margins and benefits include:

- **Holistic Price List Management** - Management of all elements involved in setting prices, including adjusting base costs to accurately reflect destinations offered and calculation of minimum & advised offer prices to avoid loss making routes.
- **Advanced Rules Based Margin Management** - Unparalleled flexibility to incorporate a large range of attributes during price setting with user defined rules.
- **Independent Sales Destination List** - Customization of the sales routes providing further negotiation flexibility to ensure revenue and margin optimization.
- **Dynamic Offer Management** - All views on available destinations, cost/price information and carrier rates are maintained dynamically on a single screen. This ensures up-to-date data is used in decisions reducing risk and increasing effectiveness of negotiations.
- **Sophisticated Customer Rate Management** - Through a better understanding of which destinations meet customer target rates, carriers can ensure they are maximizing revenue opportunities and providing superior account management.
- **Powerful Portfolio Management** - Portfolios allow the grouping of various regions, countries and carrier organizations into defined groups for ease of management.
- **Efficient Contractual Engagement** - Customer engagement is undertaken using a formalized process flow from the calculation of the sale prices to issuing an offer in a customer specific template

*“MOST Sales Manager represents a holistic approach to the entire Sales process between carriers. This innovative approach, backed by unique on-demand delivery option, ensures that the best price and highest margin can always be achieved, with the very minimum levels of operational impact to the organization”* explained Geoff Butcher, CEO Prime Carrier *“Without a sophisticated software product to manage the Sales process a carrier will experience*

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*difficulties in determining and setting the Base Costs, a lack of formal Margin Management, an inability to understand Customer Target Rates, ineffective Quote Management and Contractual Processing and Invoice Disputes with other carriers.”*

*“This market has seen enormous challenge and change culminating in an even greater need to focus on managing the business fundamentals. Ensuring that traffic sold to other carriers is profitable is paramount to any business. Carriers have previously addressed this by deploying complete ‘End-to-End’ systems to automate the process. This approach has largely failed to deliver the expected benefits, as organizations struggle with the business process changes necessary. By working closely with the world’s leading carriers we have listened and learnt. MOST Sales Manager builds on our experiences with a fresh approach to solving existing Wholesale carrier problems, allowing a carrier to simply deploy a solution to solving a specific need without significant effort or expenditure that generates immediate and tangible savings.”*

stated Frank Reen, Head of Product Management, Prime Carrier. *“MOST Sales Manager, is the only product specifically focused on evaluating all the variables involved in generating sales prices, driving revenues and protecting margins. No other product brings the depth of understanding and application to this problem, is as comprehensive in its capabilities and delivers unprecedented flexibility, manageability and control to the Sales process.”*

For further information on the MOST Sales Manager product please see the Prime Carrier website at [http://www.primecarrier.com/solutions\\_product.asp?id=30](http://www.primecarrier.com/solutions_product.asp?id=30)

**ENDS**

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### **About Prime Carrier**

Prime Carrier provides best of breed software solutions to both the Retail and Wholesale telecoms market. The MOST products optimize margin for the international wholesale carrier-to-carrier market and enable carriers to more efficiently and cost effectively manage relationships between carriers for network traffic. The AM-BEO products accelerate the creation of revenue from network services and improve partner revenue settlement for retail communication providers, content owners & aggregators. For further information see [www.primecarrier.com](http://www.primecarrier.com)