

## A Word from the Management About Innovation, Trust and Leadership.

Left to Right:  
Martin Laesch  
Andrew Tan  
Bernd Niedergesäss



*“Our clients are expecting more than just software. They want solutions to their current and future challenges and a partner who they can entrust with some of their most pressing and revenue-sensitive processes; someone*

*who goes the extra-mile with them and is a leading innovator in his field.*

ENTEREST is about making our customers successful.

*ENTEREST is this partner. Our software is the result of many years of experience and our customer’s demands. ENTEREST is about making our customers successful; making their lives easier and help them excel beyond their own business objectives by providing them with perfect products, services and support. Our belief is reflected in our flawless track record with all of our customers, boasting a 100% satisfaction rate.*

*We consistently return the trust our customers put into our products and team. It’s what they want first and foremost. It’s what they are getting, and that we are glad to give.*

Leading technology to handle any kind of xDR-challenge.

*Our goal is to provide communication, media and entertainment companies with bleeding edge technology and services to manage their current and future xDR-challenges, regardless of whether the task they face is small and simple, or very large and complex.*

ENTEREST gives you options and does not dictate you.

*We are handing our customers a solution which leads the way, gives them options and does not dictate them in the way they want to conduct their business.*

Helping our customers to become independent at unmatched cost/performance-ratio

*As a result our customers are independent, incomparably flexible, fast to react to change, extremely cost-efficient and able to turn their ideas into generative revenue with a broader market reach.*

*It’s time to face it:  
Legacy was yesterday. The world is moving on.  
Get A Grip on Your xDRs. Now.”*

## ENTEREST – Staying Ahead of the Game

ENTEREST is a leading innovator and provider of applications to manage the xDR-revenue-stream for communication, media and entertainment companies. We are continuously helping world-leading service providers to achieve best-in-class service, operations and financials by enabling and improving their underlying xDR-management scenarios.

ENTEREST is committed to delivering world-class solutions for managing our customer's revenue stream. Based on the *EDR Workbench* product suite we always have and will continue to deliver 100% solid solutions on-time and budget. *Always.*

Our motivation is to (a) completely enable our customers and put them in control and (b) give them a viable and future-oriented option next to 20 year old legacy software and custom development, which today is still sold as state-of-the-art.

Flawless track record of delivering rock-solid solutions based on EDR Workbench.

Enabling our customers beyond "state-of-the-art".

## Managing Founders

### Andrew Tan

Managing Partner, Sales & Marketing

Formerly:

- CTO EMEA Portal Software
- CTO Solution42
- Head of Systems Development Talkline

### Martin Laesch

Managing Partner, Services

Formerly:

- Head of Engineering EMEA, Portal Software
- Head of Engineering, S42

### Bernd Niedergesäß

Partner, Products & Dev.

Formerly:

- Sr. Dir. Rating & Billing Portal Software
- Head of Products, Solution42
- Head of Billing & Risk Management, Talkline

## The Staff – Forged by Experience

Established in early 2003, the founders of ENTEREST set out to provide the market with a truly generic and easy-to-use xDR-handling platform which could be used for a wide range of purposes and industries.

To achieve this goal, we have gathered a team of highly-skilled professionals from within the industry, each being a specialist in their respective field.

The founders of ENTEREST are also among the original creators of *Solution42*<sup>®</sup> AG a former provider of rating, mediation, provisioning and customer call analysis solutions. *Solution42*<sup>®</sup> was wildly successful and sold to Portal Software<sup>®</sup> in late 2000 for 330 million Euros.

The *Solution42* rating engine today is the underlying batch rating engine found in ORACLE's<sup>®</sup> Communication Billing and Revenue Management product line (CBRM) and used by operators worldwide (e.g. Vodafone, TIM, swisscom mobile, Polkomtrel, BASE and many others.)

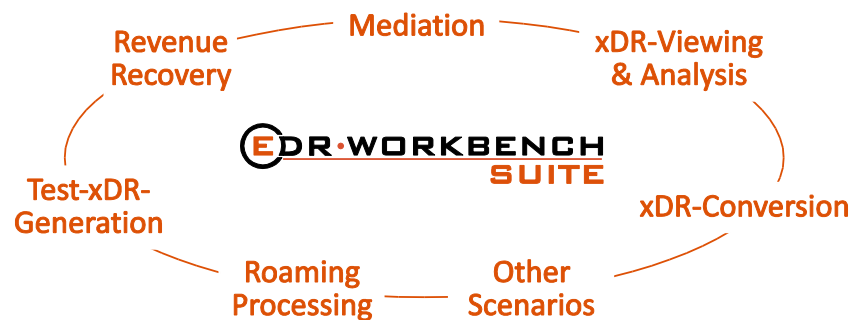
## The EDR Workbench Product Suite

The result of ENTEREST's concentrated efforts is the **EDR Workbench xDR-Management Suite** which was first introduced to market in mid 2005.

Approaching xDR-challenges with a generic concept.

EDR Workbench is the first of a kind, looking at xDR-Management at a much broader angle. It approaches xDR-challenges with a generic concept and in an end-to-end-fashion. Built upon a newly designed generic framework, EDR Workbench supports a great range of use cases, all with one application and without compromise:

Supporting a broad range of use cases with one application.



Fully configurable and self-sufficient.

The strength of EDR Workbench lays in the fact that any kind of xDR-processing scenario and format is fully configurable, using the interactive graphical user-interface. The platform completely hides administrative tasks but exposes a wealth of methods and functionality to cover all thinkable processing requirements. The high-performance server can run any volume and complexity from very small and simple up to handling hundreds of millions of xDRs for extremely challenging requirements. Fully automated file collection and distribution is supported as well. The flexible openBSL<sup>®</sup> configuration language and unique development environment guarantee for very short implementation cycles. Regardless of whether the configuration is done by ENTEREST, one of our partners or our customers themselves.

Deals with any volume, any complexity.

Can be extended to additional use cases any time.

Given the versatility of EDR Workbench, our customers can grow the use of the application in any direction without ever having to change their platform.

Having earned the trust  
from renowned  
customers, worldwide.

## Our Customers

EDR Workbench has been widely recognized as the application of choice for renowned international service providers like T-Mobile, O2, swisscom mobile, Network Norway and many others.



Due to our missionary tantrum that everything must be configurable, all implementations are using the identical product, but each one is running a different configuration. From Test-xDR-Generation thru to full-blown and high-volume end-to-end mediation and pre-processing: The solution is in the configuration.

## Our Partners

Product concept and  
market approach  
confirmed by prominent  
partners.

ENTEREST establishes committed global partner relationships with select industry leaders which provide broad customer value. Together, ENTEREST and its partners develop, market, sell, and deliver comprehensive, flexible products and services for the communications, entertainment and media market.



## Financial Background

ENTEREST is a 100% self-financed, privately held German corporation.

## It's Time To Advance - Get in Touch. Now.

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