



Network Norway Launches Advanced SmartTrust Solution to Better Manage Wireless Service Offerings

SIM Management, Dynamic Roaming Steering Tools from SmartTrust Improve Operator's Ability to Serve Subscribers

STOCKHOLM, Sweden, March 24, 2009 - SmartTrust, a developer of MDM and SIM management software for mobile operators, today announced that Network Norway has implemented the SmartTrust over-the-air (OTA) platform, the industry's most advanced solution for OTA management of SIM cards.

Subscribers of Network Norway, the newest wireless operator in Norway, will benefit from an improved roaming experience while the wireless operator will see reduced administrative costs and simplified management of 400,000 SIM cards through the use of the SmartTrust solution.

Using SmartTrust's **SmartAct™** for SIM management, Network Norway gains a total solution for over-the-air SIM lifecycle management that supports the reliable and secure administration of applications, keys and files after the initial activation of the phone. With **SmartRoam™**, a wireless operator can improve the subscriber experience and optimize revenue retention by ensuring that its roaming customers are continuously connected to preferred available mobile networks. By dynamically steering subscribers to a favored network, SmartRoam helps to boost subscriber profitability.

SmartTrust's OTA platform played a key role last year in ensuring a smooth transition to a relationship with Network Norway's new national roaming partner.

"The reliability and ease of deploying solutions from SmartTrust has allowed us to successfully implement and continuously manage roaming preference changes in a subscriber-friendly fashion," said Harald Boyum, Head of Core Network and VAS at Network Norway. "In a mature market such as Norway, we required a proven method of ensuring improved customer satisfaction across all tiers of subscribers."

The applications are hosted by SmartTrust in their highly secure data center. Network Norway chose a hosted solution to ensure a high level of system performance and access to application experts thus freeing up their internal resources.



“Network Norway is a very innovative mobile network operator with ambitious growth plans,” said **Luca Ferrari**, General Manager for SmartTrust’s EMEA operations. “We are excited about the opportunity to contribute to this operator’s success through our SIM management products, particularly with our next generation dynamic roaming steering application SmartRoam.”

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About SmartTrust

SmartTrust is a developer of MDM and SIM management software designed to provide mobile network operators improved awareness of their subscribers and efficient management of the devices on their network as well as the opportunity to quickly and easily offer targeted revenue generating services and applications.

Operators of more than 200 mobile networks worldwide rely on SmartTrust’s technology to build comprehensive solutions which address the unique business challenges of today’s mobile markets. With a complete portfolio of Mobile Device Management offerings which facilitate the initial handset configuration and the continual support and servicing of the device, SmartTrust technology is relied upon by top mobile network operators around the world including Vodafone, Telenor, T-Mobile, AT&T, Brasil Telecom, Claro, Bharti, Mobikom, Etisalat, and Orascom. SmartTrust is part of the Giesecke & Devrient Group.

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