



Customer Centric Service Assurance

Turning The Revenue Loss Into Profit

Introducing our new global partnership, Ness and Cellex Technologies are proud to offer innovative, time-to-market and cost effective business solutions to help Telecommunication Service Providers to meet the challenges of next generation services.

As telecom services become more complex, there is an increase in the quality problems and revenue loss incurred by communications service providers (CSPs) and content providers due to low service adoption and low service performance.

Cellex software monitors advanced communication services in real-time by simulating actual user activity, and provides operators with valuable quality data that cannot be acquired just by monitoring servers, switches and other network entities.

Providing an end-to-end view of all service components via real-time problem diagnosis and root cause analysis, Cellex enables content, service and network providers to improve service quality significantly. And by automating and generating interactive testing from a centralized location, operators enjoy great benefits and cost savings.

Cellex solutions address the service assurance requirements of new user-centric advanced services, delivering the following benefits:

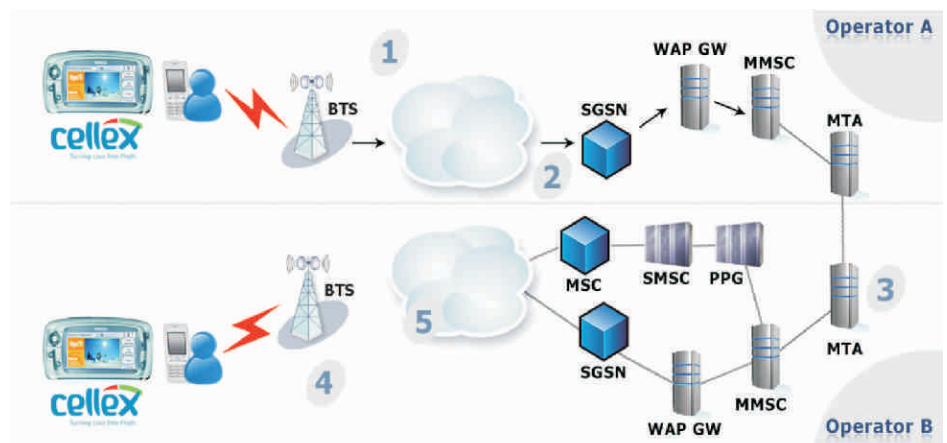
- Service Assurance from customer's point of view
- Reduce detection and repair time
- Service monitoring rather than infrastructure monitoring
- Problem pinpointing in value chain
- Short Time-To-Market
- Voice, Video and Data quality analyze



Cellex Networks Ltd. provides Service Assurance solutions for service providers and operators, which address the growing complexity of converging mobile services.

Cellex enables operators to improve service quality by providing an end-to-end view of all service components, using real-time problem diagnosis and root cause analysis.

By employing intelligent prioritization of service failures, Cellex enables optimal management of engineering resources. Consequently, Cellex is turning the operators' revenue loss into profit.





Mobile Services and Transport

Cellex supports the following services as well as other standard and proprietary services through its plug-in architecture:

Advanced Data Services	Advanced Voice Services	Transport Technologies
<input type="checkbox"/> Instant Messaging <input type="checkbox"/> SMS <input type="checkbox"/> HTTP <input type="checkbox"/> WAP <input type="checkbox"/> E-mail <input type="checkbox"/> MMS <input type="checkbox"/> Ring-Tones <input type="checkbox"/> Music <input type="checkbox"/> Pictures <input type="checkbox"/> Games <input type="checkbox"/> Gambling <input type="checkbox"/> mCommerce <input type="checkbox"/> Location based services <input type="checkbox"/> Video on demand <input type="checkbox"/> Live video (streaming)	<input type="checkbox"/> IVR <input type="checkbox"/> Voicemail <input type="checkbox"/> Caller ID <input type="checkbox"/> Follow-me <input type="checkbox"/> Return to caller <input type="checkbox"/> Fun-Tone <input type="checkbox"/> Missed calls <input type="checkbox"/> Call management <input type="checkbox"/> Multi-SIM	<input type="checkbox"/> GSM <input type="checkbox"/> GPRS <input type="checkbox"/> CDMA <input type="checkbox"/> 1xRTT <input type="checkbox"/> EVDO <input type="checkbox"/> UMTS <input type="checkbox"/> Edge <input type="checkbox"/> Landline <input type="checkbox"/> IP (over LAN, WAN etc.) * Additional transports can be added based on the plug-in architecture

NESS Technologies & Systems Group

Ness Technologies (NASDAQ: NSTC) is a global provider of end-to-end IT services and solutions designed to help clients improve competitiveness and efficiency. Specializing in outsourcing and offshore, systems integration and application development, software and consulting, and quality assurance and training, Ness serves a blue-chip client base of over 500 public- and private-sector customers. With approximately 7,100 employees, Ness maintains operations in 15 countries across North America, Europe and Asia Pacific, and more than 100 alliances and partnerships around the world. For more information about Ness, visit <http://www.ness.com>.

For further information:
Alon Gispan
 Global Marketing Manager, OSS
 Technologies & Systems Group (TSG)
 Telephone: +972-3-7670276/201
 Email: alon.gispan@ness.com

Moshe Tohar
 Marketing & Sales Manager
 Technologies & Systems Group (TSG)
 Telephone: +972-3-7670224/201
 e-mail: moshe.tohar@ness.com