

# Seaside Communications Inc. selects the Azotel SIMPLer platform for its Cable TV Networks

**Sydney, NS, Canada and Cork, Ireland, October 20, 2009.** Azotel, a world leader in subscriber management for the wireless broadband industry, today announced during the Enterprise Ireland Trade Mission to Canada led by the Deputy Prime Minister of Ireland, Mary Coughlan TD, that it has entered into an agreement with Seaside Communications to develop, install and support a subscriber management system for its Cable Networks.

Today's announcement follows on from the highly successful integration of the Azotel SIMPLer subscriber management platform at Seaside's wireless division, in delivering the **Broadband for Rural Nova Scotia Initiative** - making Nova Scotia one of the most connected jurisdictions in Canada and in North America.

The Azotel SIMPLer (Subscriber Information Management Platform) makes it *simple* for Operators to deliver services to it's customers. This is achieved by bringing together all information pertaining to a customer (subscriber) under the one "portal" view. In addition the services delivered to that customer are again controlled from that same "portal" view. Consequently SIMPLer is the one platform used across all Operator departments i.e. CRM, Dispatch, Provisioning, Service Delivery, Accounts, Help Desk, NOC, Marketing and Management.

According to Dean Abbass, Business Manager of Seaside, "The decision by the Seaside Group to work on migrating the Cable TV division to the SIMPLer platform represents the next steps in upgrading our infrastructure. High Quality, customized back end systems will allow us to serve our customers with greater care and run our business with more efficiency. It will provide us with a common platform on which to further develop and expand our business."

John O'Hare, CEO, Azotel commented: "We are delighted that Azotel has been awarded this new Canadian Cable TV contract. The Azotel team is already widely recognized as a world class leader in the development of integrated Core Network and Operational Support Systems for delivering wireless broadband services. This contract demonstrates that Azotel's technology is now also an excellent fit for businesses across the Cable industry opening up another multi-million dollar market for Azotel."

- ends -

## **About Seaside Communications Inc:**

Seaside Communications is a Nova Scotia digital cable and high-speed cable Internet provider. Seaside is proud to provide emerging technologies and applications in cable Internet to Atlantic Canadians. Seaside Communications' also provides coverage with its three satellite operations in Nova Scotia.

<http://www.seaside.ns.ca/>

## **About Azotel:**

Azotel, headquartered in Cork, Ireland, equips Operators with the technology and management services required to build out highly efficient wireless broadband and cable networks anywhere in the world. The company specializes in the development of highly automated Subscriber Management and Operational Support Systems (OSS) for use by the broadband and cable industries. Azotel currently powers multiple networks in Ireland, Europe, Africa, Canada and the United States.

<http://www.azotel.com>

## *Azotel Media Contact*

Cathy Riordan [PR Wise]

Tel: +353 23 885 8839 / Mob: +353 87 418 2422