Tribold Turns Up The Heat For Enterprise Product Management In Barcelona At Mobile World Congress 2012

Enterprise Product Management (EPM) market leader, Tribold is promoting EPM as one of the hottest BSS/OSS topics of 2012 to Communication Service Providers (CSPs) at this year's Mobile World Congress in Barcelona. At the event, Tribold will be discussing the wide range of benefits to CSPs through adoption of Enterprise Product Management (EPM) with executives from mobile network operators, industry press and analysts, leading systems integrators and OSS/BSS software providers.

As first movers in the Enterprise Product Management telecoms sector, Tribold has defined end-to-end product and service management and in 2011 Tribold experienced spectacular growth. Going into 2012, Tribold claim EPM will be one of biggest OSS / BSS growth areas. Tribold EPM users have seen dramatic improvements in product management performance enabling their business to decrease cost to market, reduce time to market, improve quality of the product management process and increase ability to support product and service innovation.

"With the mobile industry extending beyond communications to social connectivity and entertainment, CSPs are seeking even more product and service innovation and with an ever shorter time to market," said Simon Muderack, CEO at Tribold. "Empowering CSPs with a single control point for products and services enables them to rapidly react to those market challenges while understanding the underlying product management metrics such as profitability and predictive analysis."

Tribold executives are available to discuss and showcase its award winning Tribold EPM solution.

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Posted by Janine E. Mooney, Editor

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