

Telecom Business Solutions and I.E.N

STRATEGIC PARTNERSHIP AGREEMENT

"Telecom Business Solutions" Ltd. entered into a strategic partnership agreement with the Greek company Integrated Enterprise Networks Ltd (I.E.N) in mid-February of the present year. What both companies have in common is that they both are representatives of the global leader in telecommunications Aastra (Ericsson). The Bulgarian company is an authorized reseller of Ericsson since 2006, it's Greek partner has been founded in 2000 as a successor to the technical department for enterprise communicational solutions of Ericsson. Later on I.E.N has become an authorized reseller and at present is an authorized partner for the entire portfolio of enterprise solutions. I.E.N has established an authorized office in Bulgaria since 2008. The aim of the agreement is to meet the high expectations of quality standards set by Aastra, such as optimizing the prices, expansion of the service and support, launch of modern solutions such as Call Centre, IP telephony, PC-Phone integration etc. As leader in Call Centre and IP solutions I.E.N will contribute to the current agreement with experience and Know-How.

In regard to the partnership agreement a representative of "Computer" magazine interviewed Mr. Stefan Galabov- owner and General Manager of "Telecom Business Solutions" Ltd.

Computer: *Mr. Galabov would you share more information on your partnership with the Greek company?*

Stefan Galabov: "This partnership is of great importance to all present and future clients of Telecom Business Solutions. In strategic plan what is most relevant is that each of the party in the agreement contributes with what it is best at, the aim that has brought us together is to develop and broaden the availability of Aastra's products and solution on the Bulgarian market as well as to expand the recognition of the Aastra brand in Bulgaria, a company known so far only for its Aastra Matra solutions is now associated more and more with the prestige and the traditions of Ericsson. I.E.N shows great interest in the business activity of Bulgaria, and we need a partner that could provide us with years of experience and high quality Know-How. As you probably know that team that established I.E.N are mostly people from Ericsson's technical department."

Computer: *Mr. Galabov can you please acquaint us more thoroughly with Aastra?*

S.G: The Canadian company Aastra Technologies Limited acquired the business with enterprise telecommunication solutions of the Swedish company Ericsson, that have chosen to narrow its business and limit it to equipment for mobile operators only as it is the world's leader in it's field. Prior to the acquisition Ericsson has been a leading manufacturer of enterprise communication solutions such as PBXs, VoIP, Mobile equipment, Phone terminals and services for the small, medium, and big enterprises. After the acquisition Aastra kept all 630 employees located in more than 30 countries around the world and promised to invest roughly 160 million Canadian dollars in that business. This way Aastra became a leading player in Western Europe and gained some serious advantages in Central Eastern Europe, Middle East and Africa (CEEMEA) as

well as in Australia and Latin America. Until May 2008 when the deal was announced Aastra was on third place in the world right after the telecommunication giants Siemens Telecommunications and Alcatel Lucent.

Computer: *Has something changed for you after the alternation of the owner?*

S.G.: Since its very foundation Telecom Business Solutions had chosen Ericsson for its exclusive partner, and has worked very hard ever since to impose the brand of Ericsson and its products. Today as a well positioned partner of Ericsson we can keep our positions and based on them we can develop our partnership with Aastra. The key advantage of Aastra is that they are focused only in that sector we work in, and Aastra invests in developing new products. For that matter I will allow myself to quote Tony Shen CEO of Aastra who said "We will build up our business on top of the success of Ericsson's corporate business, by protecting the investments that the customers have made so far in products and applications...We have no plans to cease the production of any of the products, services or support available in the current portfolio and we are going to keep the current course".

Computer: *Mr. Galabov what are the current solutions that you can offer to the Bulgarian business?*

S.G: It is a global tendency that the business is switching from legacy PBXs to IP solutions, for that purpose hybrid solutions have been made available too. We offer all three kinds from legacy through hybrid to IP solutions. The key advantage of the solutions that we offer is their modular architecture that allows each configuration to be designed for classic PABX, Hybrid or IP solution depending on our client's specific needs. We offer solutions from the BusinessPhone series (with up to 300 users) and the MX-ONE which is the successor of the MD110 (offers up to 50000 users), and is also quite spread among many institutions in Bulgaria. The newest cutting edge versions from both series- BusinessPhone and MX-ONE are 8.1 and BC13 respectively. A significant feature of the equipment and the service that we provide is the ability for rapid and easy upgrade of older solutions to the latest one.

Computer: *And last but not least what are the most important achievements of our company for the past 2008?*

S.G: The past year was quite dynamical for us and our business. As I already have mentioned at first there were some concerns regarding the deal between Aastra and Ericsson, but despite that I am proud that we've managed to win and carry out the public procurements with The Ministry of Foreign affairs, Geo Thermal Power Plant Maritza-Iztok 2 Ltd., and also to double our customer base. Other key customers of ours are The Ministry of Healthcare, Bulgarian Posts PLC, The State Agency for Information Technology and Communications. The trust of our clients that we've gained is the most serious proof for our competency and professionalism. During the past 2008 we have managed to increase the members of our team of certified professionals and to broaden our support base and activity. Our positions and good image are the fundamental reasons that let I.E.N to choose us for its strategic partner in Bulgaria.