



## Omnix Software Expands into China

*Partnership with specialist Chinese services firm will position tier 1 network infrastructure project automation solution ahead of nationwide 3G rollout*

**London, 18 August, 2009** – Omnix Software, the UK-based provider of project automation software solutions for telecom infrastructure management, today announced that it has appointed Beijing Sinoprof Information Technologies Ltd (Sinoprof) as its partner in China.

Sinoprof, one of the leading ERP consulting service providers in China, works with Chinese telecommunication operators including China Mobile and China Unicom. With branches across China and about a hundred experienced consultants focusing on the telecommunications industry, Sinoprof is in a strong position to advise operators throughout the region on their MSS/OSS solutions.

Omnix Software solutions will be targeted at Sinoprof's customers to assist them with extensive nationwide 3G site deployments. The upgraded networks are already being rolled out across China, but high quality, on-time service enhancements require a collaborative workflow system that can manage the processes for deploying the new equipment in the network. Sinoprof has chosen Omnix's Network Project Logistics (NPL) product suite to enable its customers to conduct data analysis for new network sites or site changes, aid project management and control, and report on project achievements upon completion.

William Tickner, Chief Executive Officer of Omnix Software, commented: "This is a natural partnership for Omnix Software as we need a local ERP expert that not only promotes our solution but is also able to offer local support in Mandarin to mobile operators. China's 3G networks are vast and a rollout of

that size requires a strong tier 1 mobile-specific project management tool to allow effective collaboration and maintain cross-functional control”.

Craman Ip, Chief Consulting Officer and Acting Managing Director of Sinoprof, added: “Our ERP implementation success has led to the need by our operator customers to request telecommunication infrastructure project management support. We were looking for a partner to provide advanced solutions that would help our customers in strengthening the project management for huge CAPEX 3G deployments and we found that Omnix was the best provider of this technology.”

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**About Omnix**

Omnix Software Ltd (Omnix) is a UK-based provider of project automation software solutions for telecom infrastructure lifecycle management. Its products support active project and program management for network deployment and operational management, site lease and property management, resource planning and allocation, and dynamic asset management. Omnix is focused on the mobile and fixed line telecommunications industry and has developed a global customer base in over 30 countries.

The Omnix platform delivers process efficiency, cost management and operational compliance to telecoms operators via four core solution packs: Network Project Logistics (NPL), Network Asset Tracking (NAT), Network Estates Management (NEM) and Network Asset Maintenance (NAM).

Founded in 1998, Omnix customers include major mobile network providers Vodafone, O2/Telefonica, Vodacom, Orange, Millicom, Zain and Mobilkom.

For more information, visit [www.omnixsoftware.com](http://www.omnixsoftware.com).

### **About Sinoprof**

Beijing Sinoprof Information Technologies Ltd. (Sinoprof) is a China-based provider of MSS/OSS solutions for telecom operators. It is now focused on implementing supplemental solutions to fill the ERP gap in automating MSS/OSS environments after the successful implementation of ERP solutions for several subsidiaries of the 2 major telecom operators in China.

For more information, visit [www.sinoprof.com](http://www.sinoprof.com).