



Press Release from Jinny Software Ltd.

## **Zain Sudan Chooses Jinny Software for Next-Generation VAS Solutions**

*In response to subscriber demand for Zain Sudan's value-added services, the company expands its portfolio of Jinny solutions in order to support enhanced multimedia applications, messaging, ringback tones and migration to all-IP networks*

**DUBLIN, October 10, 2011-** Jinny Software, a leading global supplier of messaging, call completion and mobile advertising solutions to wireless carriers, today announces a deal to supply Zain Sudan with an expanded suite of VAS solutions. The deal includes upgrades for Zain's MMSC, ringback tone server, SMSC, message router, SMSC accelerator and WAP Gateway, along with solution management tools.

Zain Sudan (formerly Mobitel) is the pioneer of GSM services in Sudan, being the first to offer mobile operations back in February 1997. Today it serves the largest base of mobile customers in the country with more than 10 million active customers.

"Our relationship with Jinny is very positive. The Jinny solutions we use have delivered a strong return on investment, helped by the excellent support services they provide," says Magdi Taha, IT Director of Zain Sudan.

The modular approach of Jinny Software solutions was a strong factor in Zain Sudan's choice of provider. Because the software resides on a standard platform, increasing capacity and adding new applications is simple and fast. Also, Jinny Software is equipped to make the transition into IP networks, as Zain Sudan will be doing with its ringback tone service.

"We are pleased to support Zain Sudan as they build on their success in marketing innovative new services for their customers," says Richard Choi, Jinny Chief Commercial Officer. "This deal underscores our commitment to mobile network operators in emerging markets."

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## **Notes to Editors**

### **About Jinny Software ([www.jinnysoftware.com](http://www.jinnysoftware.com))**

Jinny Software offers a comprehensive range of messaging, call completion and mobile advertising solutions. Jinny's Messaging solutions drive increased efficiency in traffic management and enable the rapid introduction of new services. Call completion solutions exploit the potential of call-related services, driving revenue opportunities through subscriber services and increasing the profitability of voice services. Jinny's Mobile Advertising Solution enables both operators and advertising agencies to implement mobile marketing and advertising campaigns.

Jinny Software operates from its headquarters in Dublin, Ireland. Implementation, project management, support and training are provided by service teams located in Brazil, Ireland, Kenya, UAE, Panama and Malaysia. Jinny Software is a wholly owned subsidiary of the Acotel Group S.p.A, headquartered in Rome, Italy and traded on the Milan stock market (ACO.MI).

Frost & Sullivan presented Jinny with the 2011 Best Practices Award for Global Mobile Messaging Infrastructure, Competitive Strategy Innovation.



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