



Zero Effort Management

PRESS RELEASE

FOR IMMEDIATE RELEASE

C-SAM Cable-TV selects Zemware for service management

ZemDHCP™ service provider grade DHCP server for automated network device provisioning

Varberg, Sweden. May 4, 2011 – Zemware AB, the Zero Effort Management Company today announced the Swedish cable MSO C-SAM Cable-TV AB has chosen ZemDHCP for device provisioning and service management of its entire network. The C-SAM broadband network employs several different access techniques, including CATV, xDSL and FTTH.

C-SAM has deployed the hardware and access method independent ZemDHCP solution to ensure a sustained quality level in service fulfillment. Triple Play service will be provisioned via ZemDHCP using Option-82 handling.

“Triple Play users connected via an open broadband access network as well as Cable-TV Internet introduces potential challenges. Zemware provides with an easy to use system that makes the introduction of new services for C-SAM end customers very fast and cost effective. Automatic functions such as self-provisioning, web and mail management by the end customer saves money while reducing need for customer support,” said Olof Mattiasson, CEO at C-SAM.

“C-SAM and Zemware cooperation that started in 2009 has proved to be a great success; the value in this relationship has paid itself of very fast. With a local presence together we give customers a fast, close and personal service. Today we have integrated Zemware into our CRM system contributing to minimizing the time required to connect a new customer and new service,” said Olof Mattiasson, CEO at C-SAM.

About C-SAM Cable-TV

C-SAM is a private company founded in 1992. To ensure complete coverage of Södertälje city we deliver services on xDSL and also manage our own Metro Ethernet Network. Our own staff maintains the Metro Ethernet Network and services delivery to our end customers; private as well as corporate users.

More information is available at <http://www.c-sam.se>

About Zemware AB

Zemware AB helps service providers minimize their operational costs while maximizing efficiency. We give you the tool that provides end-to-end service provisioning; improved network performance and subscriber experience by monitor, manage and automate your network inventory and subscriptions. Zemware's core product suite includes ZemDHCP and ZemFusion solutions; turnkey provisioning solutions including billing data, service provisioning, service fulfillment, SLA assurance, order management, operations support and ticket management.

Founded in 2002, Zemware is based in Varberg Sweden. More information is available at <http://www.zemware.com>

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