

**FOR IMMEDIATE RELEASE**

**Dataupia Partners with Zain and Connectiva  
to Develop Scalable mCommerce Model**

**Leader in highly scalable, cost-effective, MPP data warehouse appliances to participate in 2010  
TM Forum Catalyst Program**

**Cambridge, Mass. – May 5, 2010 – Dataupia Corporation** is pleased to announce that they have been selected by Zain, the leading mobile telecommunication operator in the Middle East and Africa with a commercial presence in 23 countries, to partner and participate in the TM Forum Catalyst Program 2010. The Catalyst Program helps create and launch leading-edge industry solutions and is hosted by the TM Forum, one of the largest communications and media industry associations in the world representing more than 700 companies and 185 countries.

Dataupia has also collaborated with Connectiva Systems, a global revenue optimization company addressing RA, Fraud and CE, and Protiviti, a global business consulting and internal audit firm, to help establish and demonstrate best practices for mCommerce management. Entitled “Developing a scalable mCommerce model,” the Catalyst project is based on Zain’s pioneering mCommerce platform that has been successfully implemented in 7 African countries and has more than 12+ million subscribers.

Aiming to expand this platform globally, the Catalyst objectives include: defining a common framework for the integration of different mCommerce business models, developing processes and key performance indicators for the TM Forum’s standards library, understanding revenue management procedures and analyzing the profitability and customer preferences of mCommerce services.

“Our mCommerce service ZAP empowers our subscribers with access to financial services on their mobile phones. In collaboration with industry leaders Connectiva, Protiviti and Dataupia, we will showcase a solution that provides actionable business insight and analytics for enabling campaign management. We will also propose integration standards for mCommerce service providers,” said George Held, Marketing Director of Zain. “Connectiva brings strong platform-based analytics expertise, innovative methodology and in-depth knowledge of our target markets – all of which is invaluable to the success of this solution and our mCommerce service ZAP.”

“We are honored that Zain and Connectiva have selected Dataupia to be one of its partners for the Catalyst program. There is tremendous opportunity in this market and ZAP’s mCommerce solution is at the forefront of providing greater access to financial services to the approximately 1 billion

unbanked people of Africa,” said Foster Hinshaw, Founder and CEO of Dataupia. “We are excited to take part in this collaboration with Zain and Connectiva who are both at the leading edge as industry innovators. Dataupia has an excellent record in supporting very large telecom Data Warehouse applications and mCommerce is a perfect fit.”

A live demonstration of “Developing a Scalable mCommerce Model” will be delivered at the Management World 2010 conference on May 18<sup>th</sup> -20<sup>th</sup>, 2010 held in Nice, France.

#### **About Zain**

Zain is a leading telecommunications operator across the Middle East and Africa providing mobile voice and data services to over 70 million active customers as at 30 September, 2009 with a commercial presence in 23 countries.

Zain offers innovative services in its markets such as 'One Network', the world's first borderless mobile telecommunications network enabling customers to receive calls and SMS when abroad without charge and to make calls and data downloads at local rates throughout 22 countries in Africa and the Middle East.

#### **About Dataupia**

Dataupia brings a strong record of industry leadership to addressing the growing gap between the massive volumes of stored data and the portion that a business can use to its benefit. By architecting specialized software and industry-standard hardware into a highly cost-effective and intelligent appliance, Dataupia's solution will amplify an organization's existing information systems to provide deeper access into their data universe and more comprehensive business insight. Learn more at [www.dataupia.com](http://www.dataupia.com).

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