



The  
Ability to  
**Connect**



## Who We Are

Conversant Solutions Pte Ltd was established in 2001 and focuses on offering systems integration and consulting services to telecommunication service providers in Asia.

By partnering with leading vendors from USA and Europe, we offer solutions to Service Providers that can improve their customer satisfaction, generate additional revenue while improving productivity. Our strength lies in working with these vendors to assist our customers to better serve their own subscribers.

Conversant Solutions have proven track record in been the “first” in bringing market leading solutions such as Citrix NetScaler, Ceno, Agematis, CinTel and Velocix into Singapore and the regional markets.



We work closely with TBC Solutions Pte Ltd, a wholly owned subsidiary of Conversant Solutions, to deliver a complete solution and service to our customers. TBC Solutions is a highly competent technology service company focusing on turnkey projects and infrastructure software for telecommunication operators.



# What We Do

Conversant addresses three complementary markets: Telecommunication Service Providers, Online Services and Enterprises. With our combined expertise and capabilities, we bring forth value added and distinctive solutions to our customers. Each and every customer is unique and important to the company.

## Telecommunication Service Providers

We focus on providing specialty Hardware Appliances and offering Managed Services to our telecommunication service provider customers. This is an industry in which Conversant was built on and we continuously seek to enhance our leadership position in this domain.

In the area of Hardware Appliance business, Conversant continues to assist vendors from around the world grow their business in Asia. Our strength lies in understanding the vendors and the solutions bought in. Hence we are fully capable of proposing complete and end-to-end solutions to meet our customers' requirements and needs. Our team of experienced and dedicated engineers is ever ready to provide on-site support at clients' premises from initial design, deployment to post implementation support.

In the Managed Services business arena, our role is that of an Application Service Provider (ASP) as we provide "software as a service" to our telecommunication service provider clients who in turn serve their own end customers. In this business, we share equal risk with our customers via working on a revenue sharing business model and/or take on the initial capital expenditure risk. We seek to work closely with our telecommunication service provider customers to successfully bring truly differentiated offerings to their target customers and to drive up service adoption and demand. This includes participating in joint marketing and promotional activities. We strongly believe that we "win" if our telecommunication service provider customer wins prior to us. This belief has allowed us to build strong mutual trust and confidence between Conversant and our customers.



## Our Own Products

Leveraging on our deep experience working with telecommunication service providers and our in-house development expertise, Conversant has developed our own products for the telecommunication industry, namely the SwiftCache Appliance and Swift Policy Server.

### **SwiftCache Appliance**

Web traffic (especially video traffic) continues to grow exponentially while broadband access pricing keeps dropping. Service providers need a way to manage the costs of transit bandwidth while maintaining superior subscriber web surfing experience in order to retain customers on their networks. SwiftCache 3100 is a next generation video caching appliance that will assist Service Providers to manage the increasing demands for bandwidth driven by video files while assuring the users' Quality of Experience (QoE).

### **Swift Policy Server**

As subscribers are increasingly expecting their demands to be met "real time" and "on demand" basis, mobile and broadband service providers now need to have a new control mechanism for their network resources in order to meet this demand. Swift Policy Server is a next generation service control product designed from ground up to meet the current and emerging subscriber management, service creation and service management needs.

## Vendor Partners

Each partner we work with is of great importance to us. Therefore we focus & prioritize on working with key partners to fully maximize their profits and potential in Asia. This means we do not take on more products or projects than we can manage at any one time as we ensure individual partners get dedicated attention from us.



## Online Services

Online Services are services offered directly by Conversant to our end customers. We work directly with end customers on new and emerging services to garner feedback so as to better serve them.



ScoutAds is a Localized Online Advertising Network focusing on delivering cost effective advertising services and search engine optimization services to our customers. We have recruited a community of over 1,500 advertisers and publishers since inception in November 2008 and we are currently serving over 1 million online advertisements per month. For more information on ScoutAds, visit [www.scoutads.com](http://www.scoutads.com)



MoBreeze is a mobile security and backup service that allows end users to protect and secure valuable data that they have on their mobile phones. For more information on MoBreeze, visit [www.mobreeze.com](http://www.mobreeze.com)

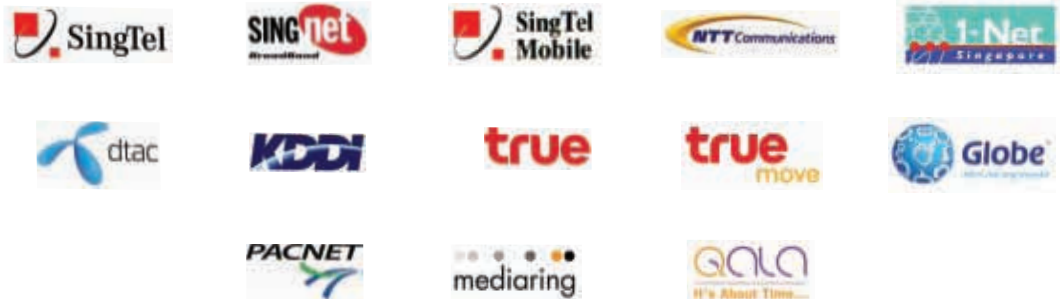
## Enterprises

Today's enterprises faces challenges like never before as mission-critical applications have multiplied, leading to an explosion of traffic traversing the network. IT and businesses must work together in order to achieve their objectives and remain competitive.

With our in-depth carrier technical knowledge, expertise and experience in working with service providers and a combination of our vendor partners' enterprise solutions, we are fully confident in serving the enterprise market.

By seeking to understand our enterprises' customers, we are able to deliver reliable, proven and cost-efficient solutions that ensure high-performance and quality results including troubleshooting, security audits, assessment and best practices.

### Service Provider Clients



### Enterprise Clients





### Singapore Office

112 Robinson Road, #03-01 Singapore 068902 Tel: (65) 6226 1138 Fax: (65) 6226 1381

### Malaysia Office

Suite GH, 11th Floor, Bangunan Angkasa Raya, Jalan Ampang, 50450, Kuala Lumpur, Malaysia Tel: (603) 2148 2221 Fax: (603) 2148 3221

Email: [sales@conversant.com.sg](mailto:sales@conversant.com.sg)  
Website: [www.conversant.com.sg](http://www.conversant.com.sg)