



Yankee Group Susan McNeice, Vice President	
Date/time	Wednesday, March 9, 2011 @ 10:00 – 11:00 Pacific (1:00 pm Eastern)
Format/venue	Conference bridge: (712) 432-1620 Meeting ID: 991386#
Spokesperson	Jim Dunlap
Overview 	<p>Yankee Group, headquartered in Boston, was founded in 1970. Today, it operates more than a dozen offices in the Americas and Europe. The firm specializes in technology research and consulting services for companies in the communications and IT industries specifically targeting executives at service providers, equipment manufacturers and enterprises.</p> <p>In 2005, the Yankee Group was acquired by Boston-based Alta Communications, a private equity firm specializing in equity investments in media and telecommunications companies. The Yankee Group had been previously acquired in 2004 by Decision Matrix Group, LLC, in partnership with the Monitor Group. Before this acquisition, the firm was owned by Reuters, a UK-based news and information provider.</p> <p>In 2010, the Yankee Group went through a reorganization process. The firm collapsed its silos of research coverage to offer clients the ability to pull information from multiple sources. The three new groups are the Business Group, Consumer Group and Infrastructure Group.</p> <p>The Infrastructure Group is where the majority of The Yankee Group's 200 analysts reside. Within this group there are three sections; Wireless, Wireline and Software. The specific areas of coverage (also known as Strategies) within the Infrastructure group include:</p> <ul style="list-style-type: none"> • Telecommunications • Wireless/Mobile Communications • IT Hardware and Software Services • Wholesale Communications Strategies • Media and Entertainment <p>The firm's clients include most of the Tier-A service providers and vendors in the telecommunications industry, including Verizon, BellSouth, Cisco, Alcatel and Nortel.</p> <p>Yankee Group's reports are read by senior and mid-level executives at service providers, network equipment vendors, application developers and the investment community. The firm provides both independent research as well as consulting services to its clients. The Yankee Group research often takes the form of periodic comprehensive reports and forecasts, or</p>

	<p>shorter, timelier research notes or decision notes.</p> <p>The Yankee Group's areas of coverage include Network Software Systems. Sample topics including RT charging, dynamic cataloging, subscriber and policy management, OSS/BSS, customer care, self-service, Web portals, revenue assurance, business intelligence, middleware technologies, Web services, service assurance</p> <p>Lead analysts: <u>Sheryl Kingstone</u>, Susan McNeice and <u>Sandra Palumbo</u></p> <p>Yankee Group offers a full calendar of technology-focused conferences and seminars, as well as online events, designed to provide new insight, knowledge and expertise to attendees around the globe.</p> <p>The analysts at the Yankee Group share their research and opinions on the company blog found at http://blogs.yankeegroup.com/.</p>
<p>Analyst details</p> 	<p>Vice President. Susan McNeice is vice president of software research with Yankee Group's Anywhere Network team (Network Software Systems), driving the company's research in the areas of telecom marketing, operations and OSS/BSS software strategy. Her areas of expertise include OSS/BSS, subscriber and policy management, customer care, self-service, RT charging, dynamic cataloging, business intelligence/analytics, revenue assurance and service assurance. She joined Yankee Group in June 2010.</p> <p>Susan has more than 25 years' experience in the communications and IT industries. Prior to joining Yankee Group, she led the OSS/BSS group at Stratecast, a division of Frost & Sullivan, where she served as global director of communications infrastructure systems and software. Before that, she was director of marketing at Vibrant Solutions (now Teoco) and director of conference development at TeleStrategies. She also led several teams for AT&T in OSS/BSS strategic planning, software definition and program management.</p> <p>Susan holds an M.S. in project management from the George Washington University School of Business and a B.A. in economics from the University of Delaware. She has been quoted in The Wall Street Journal, Dow Jones' Market Watch and the San Jose Mercury News, and has published articles in publications including Billing & OSS World, BillingOSS and Telco 2.0.</p> <p>Recent research:</p> <p>What's Hot at Mobile World Congress 2011 Feb. 9, 2011 http://www.yankeegroup.com/ResearchDocument.do?id=5551</p>

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<p>Specific discussion topics</p>	<p>Cycle30 first briefed Susan McNeice in June 2010. The purpose of this briefing is to update her on the progress the company has made over the past nine months.</p> <p>Susan was an active participant in Cycle30-sponsored B/OSS Advisory Board roundtable discussion on “Personalization: Opportunity Beyond the Pitfalls of Privacy”.(February 17, 2011) She was a contributor to the summary report and featured in the summary video that was produced by Billing and OSS World. Mentioning the roundtable discussion would be a good introduction to the conversation with Susan.</p> <p>Before jumping into the presentation, we recommend asking Susan if she has any specific questions or topics she’d like you to address on this call.</p> <p>Susan will be interested in hearing about your sales efforts – what kind of customers have you been speaking with, how has your offerings been received by your target customers, what kind of pipeline have you developed, when do you anticipate closing the deal with your first customer (outside of the parent company). Be prepared to discuss what have been your biggest challenges so far in bringing the Cycle30 solution to market.</p> <p>Additionally, highlight November’s announcement of the successful conversion of GCI’s cable, pay-per-view and video-on-demand services from the legacy cable billing system to</p>

	<p>the Cycle30 platform and the benefits of having their entire consumer billing services on the same platform.</p> <p>Susan will also be interested in the evolution of the Cycle30 product and the plans to roll out differentiated product offerings for each target market. Also discuss the go-to-market plans Cycle30 has in place to attack target markets aggressively over the next six months (advertising, trade shows, public relations, sponsorships, social media, etc.)</p>
Goal of interview	<ul style="list-style-type: none"> • To continue to develop a relationship with Susan - determine her interest in being kept informed of Cycle30 announcement. • Position yourself as a valuable resource for their information needs and determine if there are any upcoming research reports that their group is working on where Cycle30 may be able to be of assistance. • To gain her perspective and insights on the industry