



## **PRESS RELEASE**

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### **Finnish AinaCom to deploy Netadmin's provisioning system**

**K&K Active Oy and AinaCom Oy have signed an agreement on the deployment of NETadmin's provisioning system in AinaCom's network during 2008. The system will make AinaCom's provisioning processes more efficient while integrating tightly to existing information systems.**

Netadmin is a Swedish company that develops software which automates operation and business processes in citywide and residential broadband networks.

"Introduction of NETadmin-system is a part of AinaCom's continuous development. It highly supports our goal of shortening both our service delivery processes and failure times. From offered solutions NETadmin as a whole was the best to fit our needs. Additionally this choice was significantly influenced by K&K's strong contribution to local NETadmin support services", says Kari Tavisalo, Director of AinaCom's unit Networks and Service Productions.

"We are pleased that AinaCom has chosen us as the system supplier. This is the fifth contract that has been made on a short time period and proves correct our strategy on focusing on delivering whole systems and services", tells K&K Active Oy's Managing Director Olli-Pekka Kulmala.

NETadmin-provisioning system is hardware and technology independent software, which is customized for telecom and data operators to boost their customer service routines and network management. The system will provide solutions for both corporate and consumer customers. Existing IT systems can be integrated with NETadmin, which will facilitate both deployment and operation.

#### **For more information, please contact:**

Anders Lindén, CEO of Netadmin Systems

+46 13 20 00 00

+46 708 550 540

anders.linden@netadmin.se

Kari Tavisalo, Director, Network and Service Production, AinaCom Oy

+358 40 868 4204

kari.tavisalo@aina.fi

Olli-Pekka Kulmala, Managing Director, K&K Active Oy

+358 9 2516 1721

olli-pekka@kandk.fi

**About Netadmin Systems**

*Netadmin System i Sverige AB (short name Netadmin Systems) develops and markets NETAdmin, a software system which automates operation and business processes in city-wide and residential broadband networks. NETAdmin can handle network equipment from different providers and is independent of access methods (FTTH, Ethernet, xDSL, WiMAX, etc.). A particularly noticeable feature is the self-service option which allows end-users to activate desired services through a portal interface.*

*Netadmin has a sixty percent market share in Sweden, is the Nordic market leader and is currently in a phase of international expansion.*

*The customer base consists, for instance, of municipalities, electric companies, real estate owners and private network owners. Examples include TeliaSonera, Tele2, Teracom (Sweden), Dong (Denmark), StarNordic (Norway), VLP (Finland), EWZ (Switzerland), INFL (U.K.), and SIEA (France).*

*The company has about fifty employees and offices in Linköping and Stockholm, Sweden as well as Düsseldorf, Germany. Owners include venture fund Eqvitec Technology Fund III, as well as key employees in the company. For further information, see [www.netadmin.se](http://www.netadmin.se)*

**About Aina Group**

*Aina Group specialises in consumer and business communication solutions in two business areas: media and ICT. Media related operations are conducted through Hämeen Sanomat Oy and its subsidiaries and AinaCom Oy delivers ICT solutions. In 2007 the Group's turnover was 104.9 million euros and the average number of employees (full-time equivalent) was 583. The parent company of the Group is Aina Group Oyj. See also [www.ainagroup.fi](http://www.ainagroup.fi)*

**About K&K Active Oy**

*K&K Active Oy is a value-adding distributor of data transfer and telecommunications products and systems. K&K is a part of the Swedish Lagercrantz Group, which practices wholesale trade and has an annual turnover of more than 2,000 MSEK. The Lagercrantz Group employs approximately 750 people and is listed on the Nordic Stock Exchange. See also [www.kandk.fi](http://www.kandk.fi)*