



## Active Endpoints and Qvantel Advance Process Automation in Telecom and Media Companies

### Partners Expand BPM Practice in Europe and Asia with ActiveVOS

- [Attend](#) the March 8 webinar to learn how Qvantel's customers are succeeding with ActiveVOS
- [Try](#) a free, 30 day, supported trial of ActiveVOS 9.1 at no risk

**BOSTON — [March 1, 2012]** — Active Endpoints, Inc. ([www.activevos.com](http://www.activevos.com)), the process automation company, today announced a partnership with [Qvantel Oy](#), a Finnish company with operations in Finland, Sweden and India. Qvantel specializes in providing custom application development and related consulting services to companies in telecommunications, including fixed, broadband, multi-service, cable operators, and in media, including directory publishers, yellow pages, digital media and distribution companies.

As the media industry is moving from print to digital, creating a right mix of products that can show proven value to the advertiser and providing a clear vision of several advertising options are keys to sustaining small business advertising spend. As the profit margins go down due to competitive pressures, media companies should build efficiency in sales, publishing and fulfillment processes. Likewise when a new operator wants to launch a "discount brand" in an already saturated mobile market, they need to have efficient processes to retain profitability.

[ActiveVOS](#), a standards-based, easy to use process automation platform, solves these challenges for Qvantel's customers. With a unique platform for building, integrating and deploying process applications quickly, Qvantel is able to easily customize ActiveVOS to best meet its customers' services-oriented architecture (SOA)-based business process management (BPM) needs for now and for future growth. ActiveVOS enables business users and IT project teams to model, develop, test, deploy and manage process applications affordably, quickly and compatibly.

"Our recent success helping our customers launch new services while developing their business to become more customer and service centric have clearly demonstrated the role and importance of BPM," said Liisa Grant, CEO, Qvantel Oy. She added, "We are pleased to expand our partnership with Active Endpoints. It is clear to us from our evaluation that their process automation technology is superior and appropriate for our target markets. Our intent is to expand our BPM and SOA services to our joint customer base throughout Europe and Asia."

John Cingari, Chief Marketing Officer, Active Endpoints, said, "A vibrant partner community is a major component of our go-to-market strategy. Qvantel is an excellent example of a partner who fits well into this strategy." He continued, "They have proven that their deep industry expertise coupled with their



expertise in building process automation applications using ActiveVOS will provide tremendous value for our growing list of joint clients.”

Join Active Endpoints and Qvantel for a [webinar](#) on March 8 at 10am EST/8:30pm IST/4:00pm CET/5:00pm EET to learn more about how media and telecom customers improved their SOA by embracing BPM. Qvantel will present why their customers selected ActiveVOS and real-world use cases of the implementations.

For more information on Active Endpoints, please visit [www.activevos.com](http://www.activevos.com), follow us [@activevos](#), subscribe to the RSS feed at <http://www.activevos.com/blog>, email us at [info@activevos.com](mailto:info@activevos.com) or call us at 1 (781) 547-2900.

### **About Active Endpoints, Inc.**

[Active Endpoints, Inc.](#) delivers a unique suite of cloud-based and on-premise process automation products and related services to develop, integrate and deploy custom applications quickly and easily. The company’s products — [Cloud Extend](#), [ActiveVOS Enterprise Edition](#) and [ActiveVOS Service Provider Edition](#) — target sales domain experts, IT project teams, business process outsourcers, and cloud service providers. The company has hundreds of customers worldwide from large enterprises to SMBs, spanning multiple industries such as telecommunications, government, financial services, and media and entertainment. Active Endpoints is headquartered in Waltham, MA with development facilities in Shelton, CT.

### **About Qvantel**

Qvantel Oy is a Finnish IT services company offering customized cloud-based critical business support systems (BSS) and consulting for Telecommunications Service Providers and Media companies. With more than 15 years of experience with BSS systems, Qvantel has produced robust and agile solution frameworks that can easily be customized to help companies to achieve optimum efficiency and maximum customer focus. Qvantel is a privately held company with 190 employees in three R&D locations in Finland and India. Qvantel’s customers include well known European service providers, media companies and mobile handset/platform vendors. ([www.qvantel.com](http://www.qvantel.com))

###

ActiveVOS is a trademark of Active Endpoints, Inc. All other brand names and product names are trademarks or registered trademarks of their respective companies.

Tags: Active Endpoints, ActiveVOS, BPM, BPMS, SOA, enterprise, SMB, IT, on-premise, SaaS, software-as-a-service, multi-tenant, cloud, business process management, , Qvantel, Order Management, MNP, Mobile Number Portability, Service fulfillment, telecom business processes, online media, yellow pages, directory search, order processing



**Media contacts:**

Active Endpoints:

John Cingari

Chief Marketing Officer

[john.cingari@activevos.com](mailto:john.cingari@activevos.com)

203-253-2714

Qvantel:

Rajesh Sengamedu

Chief Sales & Marketing Officer

[rajesh.sengamedu@qvantel.com](mailto:rajesh.sengamedu@qvantel.com)

+91 9880597942