



Press Release

SIMalliance chooses Portals + for their collaboration Portal.



London, 21st April 2008, SIMalliance, the global association made up of the world's leading SIM card manufacturers, today announced the launch of a full-feature Social Network and collaboration portal, which will allow for the management of all the association's activities to be conducted over the web. The Portal will be run by Portals + a Software as a Service provider.

Portals + "all-in-one" application platform for successful online business is a new addition and extends the uniquely powerful platform providing latest publishing, marketing and ecommerce capabilities in a single integrated solution.

This year' SIMposium taking place in Berlin on 22nd and 23rd April 2008 has been managed using the new platform and has proven to be a powerful & low cost tool allowing the management and promotion of the event in real-time.

« A survey of over 300 businesses by The Institute for Corporate Productivity revealed that workers are quickly gravitating toward leveraging social networks to improve staff collaboration and to connect with new and potential clients », says David Bashford MD of Portals+.

The platform comes with a complete set of Social Network and Web 2.0 functionality which will allow SIMalliance interest groups and contributors to build communities where other users can setup and maintain their personal networks and use many applications and tools. Communities can be created for special events and programmes.



« We have found the service to be an important tool in the success of the SIMAlliance work and management of our global communication, activities and events. The platform is a one-stop-shop for all our communities interested in the SIM and the management of it any where in the world in real-time by non technical staff is certainly a great advantage» says Hervé Pierre, General Secretary, SIMAlliance.

The software is fully user-managed online with an easy to use administration "back-office" accessible globally, 24 x 7. Developed from inception using an advanced 'Software-as-a-Service' architecture, this enables quick off-the shelf portals, lower costs and fully-integrated functionality over the web. Customers can buy and deploy the service in an easy and modular approach with no software or hosting concerns and with immediate global accessibility for managers/administrators as well as users.

About SIMAlliance: Putting the SIM at the heart of the new mobile eco-system

Over the past five years SIMAlliance has become one of the world's foremost commentators in the mobile business. By operating outside the singular commercial interests of any individual SIM card player, the association has been able to pinpoint the mission critical services on the horizon and help steer their development to meet the practical needs of the mobile market.

With SIMAlliance members* now responsible for nine in every ten SIM cards sold worldwide, the collective vision of the association is uniquely placed to shape SIM developments and the impact they will have on the new generation of mobile services. From their standpoint, the challenge couldn't be clearer for the protagonists in the mobile eco-system.

* SIMAlliance members are: Eastcompeace, Gemalto, Giesecke & Devrient, Incard, Oberthur Card Systems, Prism (A Net1 Company), Sagem Orga, SanDisk, Watchdata and XPonCard

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ABOUT PORTALS +

Portals + was founded by David Bashford in 2005 with a view to changing the way business use the web to communicate with customers, partners and employees. In the last two years Portals + has helped large, medium and small companies improve their web delivery. Having selected SITEFORUM as technology partner, David enlisted the help of industry advisors MDT (Major Deal Team Limited) develop and grow the UK business. Portals+ customers span many sectors and include High Tech (Citrix, AT&T), Financial Services (Catalyst Investment Fund Management), Automotive (Henley TVR, MaranelloKart UK) and Leisure (BucksSports and SportsJunction)

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