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## Connectiva Systems to Deliver Thought-Leadership Workshop at the CTO Telecom Summit

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**October 5, 2010** – Connectiva Systems, Inc., a leading provider of revenue and risk management solutions, today announced that it is delivering a thought-leadership workshop on customer experience management at the CTO Telecom Summit held Oct 3-6 in Scottsdale, Arizona. Connectiva Systems will be presenting a session titled “Measuring, Monitoring and Monetizing the Customer Experience” to an exclusive group of CIOs, CTOs, business and IT executives as part of the summit’s CIO Thought-Leadership series.

The CTO Telecom Summit gathers executives and industry thought leaders to discuss IT issues, solutions and best practices. Over three days of networking, workgroup sessions, panel discussions and one-on-one meetings, industry experts will exchange ideas on how to identify and resolve the issues faced by leaders in the telecom industry.

“Telecommunications companies are in the midst of a massive transformation that is driving new business models and ecosystems. The morphing telecom landscape demands new capabilities for correlating and monetizing subscriber data and new competencies in subscriber analytics. We look forward to discussing the opportunities and challenges with the CTO Telecom Summit forum,” said Anandan Jayaraman, Chief Product and Marketing Officer of Connectiva Systems.

“Connectiva Systems understands the importance of providing practical solutions for the telecom industry. They have firsthand knowledge on how technology directly impacts the bottom line, and we welcome their insight and expertise at this year’s summit,” said Ross Abbott, Event Director of the CTO Telecom Summit.

Other participants include Telcordia, Intel, SAP, Tata Consultancy Services, Sybase, Cisco, Oracle, Sprint, and Ericsson.

Please visit [www.ctotelecomsummit.com](http://www.ctotelecomsummit.com) for more information.

### **About the CTO Telecom Summit**

CDM Media brings together CIOs and technology executives from North America's Fortune 1000 organizations to develop business ideas and build lasting relationships with peers and colleagues. The CTO Telecom Summit, to be held October 3-6, 2010 in Scottsdale, Arizona, allows IT executives to discuss the latest business technology issues and learn about current technology solutions. For more information, please visit <http://www.ctotelecomsummit.com/>.

### **About Connectiva Systems**

Connectiva Systems is a revenue management software company whose solutions enable telecom, media and utility companies to reduce revenue leakage, minimize fraud, lower churn, improve operational effectiveness and increase overall profitability.

Leading global service providers ranging from 2 million to 100+ million subscribers and in a variety of segments across mobile, cable, wireline and business services have partnered with Connectiva to identify and recover more than \$500 million in revenue leakage. Connectiva has won numerous awards and has been consistently recognized as a thought leader in revenue management.

Headquartered in New York City, the company is privately held and has offices in Bonn, London, Kolkata, Kuala Lumpur, Mexico City and New Delhi. For more information, please go to [www.ConnectivaSystems.com](http://www.ConnectivaSystems.com).

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