

Brazil Gets Its Own Cramer Office

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US software company Cramer announced yesterday the opening of its newest office, in São Paulo, Brazil, giving the company an on-the-ground presence on all five continents in which it currently has customers.

According to the company, the investment reflects its commitment to the Brazilian market, which accounts for 30-40 percent of all telecom business conducted in the CALA (Caribbean and Latin America) region.

In a press release, the American firm informs that Cramer's ability to "change the economics of telecom" enables telecom service providers in the CALA region, the Americas, and worldwide - including TelMex, Bell Canada, British Telecom, KPN, Vodafone, and Japan Telecom - to slash operational costs, provide fast and accurate service delivery, and position themselves to compete and win with next generation services.

The company's industry-leading, award-winning software product, Cramer5, designed exclusively for telecom, is proven to significantly surpass the scalability requirements of Tier 1 operators, and is designed around a robust architecture that promotes ease of integration with legacy platforms.

This corporate and product foundation, combined with an in-depth understanding of the unique challenges of the Brazilian telecom market, will enable the Cramer Brazil team to bring immediate and long-term success to operators throughout the country.

Kelly Connery, Vice President for Cramer Americas, said, "Brazil represents a strategic market opportunity for Cramer. We expect to leverage our strong global partnerships to quickly deliver impact and value to operators here, much as we have done for more than 60 carriers around the world."

Cramer calls itself the global leader in enterprise software. The Company's newest product suite, Cramer5 was named 'Best New OSS Product' of 2004 and is emerging as the solution of choice for the largest telecommunication operators in the world.

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