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**NPARIO GAINS SERVICE PROVIDER MOMENTUM, DELIVERS SUBSCRIBER DATA INSIGHTS TO
MOBILE NETWORK OPERATORS**

*Jawwal and Umniah Leverage nPario to Understand Subscriber Behavior for Improved Marketing
and Service Offerings*

PALO ALTO, Calif. – October 13, 2010 – nPario Inc., a provider of data products and services that enable companies to understand and market consumer commercial intent, announced today the addition of two mobile network operators (MNO) to its list of customers. Jawwal and Umniah, two of the most innovative MNOs in the Middle East, selected nPario’s solutions to capture and analyze data from multiple sources including point of sale, customer relationship management and billing systems, or from the intelligent network, for real time actionable insights into marketing, finance and business performance.

“The addition of two operators to nPario’s list of customers, in less than six months since the company was created, demonstrates not only service providers’ need for solutions that allow them to become masters of their data, but also nPario’s ability to deliver unique solutions that meet that demand,” said Bassel Ojjeh, president and CEO of nPario. “We are thrilled to provide the foundation for the next generation of service providers – the data-smart, agile MNO. Jawwal and Umniah allow us to establish our leadership in one of the fastest growing mobile markets in the world.”

In the highly competitive wireless industry, keeping the finger on the pulse of the business and the subscriber is key to the MNO’s success. Yet traditional solutions for capturing and analyzing performance data not only demand huge infrastructure investments, but also deliver insights to the IT department. As a result, by the time the business user can draw a conclusion or take an action, the data is outdated and the situation has often changed. By taking advantage of nPario’s mobile operator data model and nPario’s solutions for data-driven actionable insights, business users at Jawwal and Umniah gain real time intelligence into key performance indicators

such as traffic analysis over the network, subscribe and usage, value-added services performance and adoption, gross and net revenue.

“Mobile operators have a huge opportunity over the next few years, as mobile penetration continues to grow,” said Mr. Ihab Hinnawi, Umniah’s CEO. “Umniah is poised to capitalize on this opportunity as we use the real time data-driven insights nPario generates to act quickly to predict and respond to subscriber demand and general market conditions.”

According to IDC, the Middle East and African region will be among the fastest growing smartphone and application markets in the world, with sustained compound annual growth rate (CAGR) of 39 per cent for the next four years. To capitalize on this growth, Umniah, the fastest growing telecom service provider in Jordan and one of the fastest growing international mobile operators, deployed the nPario Segment Explorer to glean an in-depth look at subscriber behavior. By utilizing the powerful and flexible application, a product or a marketing manager can create and track key subscriber segments, gathering immediate insights into what drives the adoption of value-added services. These insights are used to convert new subscribers to the segment or offer service bundles that are better aligned with the segment’s needs. Through nPario Segment Explorer, Umniah has also developed a churn prediction model that identifies subscribers who are at risk of becoming “churners” and offers them products and services tailored specifically to their unmet needs. By monitoring segments for key churn indicators before and after an action is taken, Umniah can not only minimize churn, but determine the most cost-effective way to do that.

Jawwal is the largest MNO in the West Bank. As its subscriber base grew, Jawwal realized that collecting data from the operational systems would become impractical and time consuming and will delay the company’s ability to act on data-driven insights. With the help of nPario, Jawwal is in the process of building business intelligence foundation that will allow the business user to capture, immediately analyze and act upon changes in subscriber behavior.

About nPario Inc.

With operations in North America and the EMEA region, nPario offers data products and services that enable organizations to understand and market consumer intent. Led by CEO and co-founder Bassel Ojjeh, nPario’s management team has been on the forefront of harnessing

the power of data for organizations such as Microsoft, SAS, Oracle, Adobe and Yahoo. For additional information visit www.npario.com

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