

Press Release

Ness Technologies has implemented the Babylon Enterprise system in the Business Customers service center of "012 Smile.Communications Ltd."

Ness Technologies has implemented the Babylon Enterprise system in the Business Customers service center of "012 Smile.Communications Ltd." The project was carried out in the framework of a project to optimize and improve customer service. The project was carried out in record time of one month by NessPRO – the product group of Ness Technologies.

Babylon Enterprise enables instant access to vital information from enterprise information systems and databases. The system which was installed on "012 Smile Communications" displays to the service representatives, during the conversation with the client, the condensed customer data and profile in accordance with the authorization profile of the service representative or manager, whilst adapting the service agreement and work procedures.

Babylon Enterprise enables to integrate business customers' data from multiple systems within the organization as to obtain intuitive and quick display of the customer's data, on the desktop of the business customers' service system and unit directors. For the purposes of displaying the appropriate data, Babylon Enterprise system is connected to the different information systems of 012, which include, among others, the CRM system, technical support systems and additional computerized systems.

Max Blumberg, Information Technology Vice President at 012 Communications, said that the system allows 012's service representatives to answer customer's questions in an optimal manner in real time while significantly reducing the time required to locate and verify the various data. "The project was carried out as part of the Company's strategy to continuously improve the service with the emphasis on increasing customers satisfaction," said Bloomberg.

Alon Carmeli, Babylon's CEO, noted that by choosing Babylon Enterprise, 012 Communications avoided a long and complex integration project. "Babylon Enterprise is a solution that enables information retrieval from different systems in a single click with a record time of less than a second. Implementing the system saves time, optimizes the organization and increases the organization's customer satisfaction as well as that of the employees. This successful project of 012 Ness Pro joins dozens of Babylon customers in the world and Israel," "among which are companies such as SAP, Siemens, Lufthansa, Novartis, Motorola, Amdocs, Comverse, the IDF, the Ministry of Education and others," added Carmeli.

Dedy Dvorsky, Director of NessPRO Group, said that the project at 012 Communications is another extremely successful collaboration in more than one year between Babylon and Ness. "Babylon Enterprise has proved itself as an organizational information retrieval with impressive capabilities, and we are investing much in its marketing and implementation among many leading organizations," said Dvorsky.

About Ness Technologies

Ness Technologies (NASDAQ: NSTC) is a leading international provider of comprehensive end-to-end IT services and solutions. Ness Technologies specializes in the design and development of software products; deployment of leading-edge information management solutions, systems integration and application development, software and consulting. Ness provides its solutions, enterprise application and business services using the Global Delivery Model, which includes offshore, near-shore and local crews. Ness has numerous strategic alliances and partnerships with leading global software, infrastructure and consulting vendors, and employs over 8,300 employees in 18 countries worldwide. For more information, visit: www.ness.com

About Babylon Ltd.

Babylon.com (TASE: BBYL) is a world leading provider of online dictionary, translation and enterprise retrieval solutions. Babylon-Enterprise, gives business customers a unified platform for instant retrieval of critical information from corporate information systems. Babylon's customers include industry leaders such as Avnet, Daimler Chrysler, Ericsson, Ernst & Young, Eurocontrol, PricewaterhouseCoopers, Siemens AG, Robert Bosch, Gillette/Braun, IBM, John Deere, Lufthansa, Motorola, Nestlé, Océ, Petrobras, Philips, UBS, Xerox, and many more.

Babylon user base exceeds 40 million desktop installations in more than 180 countries.

For more information about Babylon, visit www.babylon.com

About 012 Smile.Communications

012 smile is one of Israel's leading communications service providers. We are a growth-oriented company offering a wide range of broadband and voice services. Our broadband services include internet access with a suite of value-added services, specialized Data services and server hosting, as well as new innovative services such as local telephony via voice over broadband, or VoB, and a countrywide network of WiFi hotspots. Our traditional voice services include outgoing and incoming international telephony, hubbing, roaming and signaling, and calling card services.

More information: <http://www.012smile.com>

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