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# TietoEnator provides Blyk with Mobile Virtual Network Operator services

**TietoEnator Corporation Press release 1 October 2007 at 10.00 am EET**

TietoEnator is providing Blyk, the new ad-funded mobile network for young people, with Mobile Virtual Network Operator (MVNO) services. The new services encompass extended application and business process management services and a scalable, cost-efficient IT infrastructure. The agreement is an extension of a partnership deal announced in April ([TietoEnator partners with Blyk, the free, pan-European mobile operator for young people](#)), and enables fast innovation and short time-to-market for new advertising and consumer products.

Turkka Oksanen, Head of Operations at Blyk, said: "TietoEnator has already provided us with a platform for delivering reliable and innovative services to our customers - proving their capability to handle broad service entities. It was a natural next step to extend our partnership to these additional services. TietoEnator's scalable platform supports future expansion, and their comprehensive service package can be extended to full end-to-end responsibility of the selected service operations. This enables us to concentrate on our core business - providing innovative, free, ad-funded mobile communication services for young people."

TietoEnator's contribution to the launch of Blyk's services has grown from the original partnership agreement announced in April from Business Service Solutions (BSS) delivery as a service to a wide range of software, processes and infrastructure services - including end-user portals and selected gateway and billing solutions for Value Added

Services (VAS).

Ari Vanhanen, Head of TietoEnator Telecom & Media, said: "We are excited to be able to support Blyk in providing leading-edge mobile communication services. We are very proud of the trust Blyk has shown in TietoEnator by expanding our role in managing their technical solutions and business processes. We see it as proof of our unique capability to provide our customers a full package of cost-efficient MVNO (Mobile Virtual Network Operator) service centre solutions with short time-to-market."

The services and solutions are being provided by TietoEnator's MVNE (Mobile Virtual Network Enabler) Service Centre, focusing on development, integration, operation, application management and support services. The agreement with Blyk combines TietoEnators competencies and services from telecom & media, processing & network and digital innovations.

Pekka Viljakainen, Executive Vice President of TietoEnator Corporation and head of Digital Innovations, said: "Clearly, Blyk is a sign of a new era in service innovations. The way end-user centric service design, mobile technology and back office integration machinery were brought together in a very short period of time is simply breathtaking. In many respects, this has set a new standard for business partner collaboration."

See a short video interview on Blyk's launch:

HiRes 700k: <http://di-webcast.tietoenator.com/spread/asx.asp?video=070930204438>

LowRes 290k: <http://di-webcast.tietoenator.com/spread/asx.asp?video=070930202732>

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[www.tietoenator.com](http://www.tietoenator.com)

**Blyk** is the first network that links young people with brands they like, and gives free text and minutes every month. For advertisers, Blyk is an innovative mobile media channel offering direct engagement with a young audience with real-time feedback. Blyk was co-founded in 2006 by Pekka Ala-Pietilä and Antti Öhrling and has offices in Helsinki, Finland and London, UK. Blyk is launching first in the UK on September 24th, with other markets to follow soon.

[about.blyk.com](http://about.blyk.com)

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