

Bridgewater Systems has been profitable for 15 straight quarters with \$39 million in 2007 revenues

Mass adoption of wireless devices and widespread availability of broadband networks gives Bridgewater customers an opportunity to offer their subscribers an expanding array of new applications and services

Fast facts

Corporate profile

Bridgewater Systems builds and sells software that gives telecommunications providers the ability to take full advantage of next-generation IP services and infrastructure. Bridgewater products centralize, store and manage critical subscriber information that define their service entitlements, preferences and billing profiles to ensure quality of experience, and help operators manage network resources. Bridgewater customers can rapidly deploy content and applications, support the increased number of subscriber transactions, and help drive new revenue streams.

Why Ottawa

Founded in 1997 by two veterans of Ottawa's legendary Newbridge Networks (sold to Alcatel in 2000 for \$7.1 billion), Bridgewater Systems is located in the heart of the high-tech action in Kanata, part of the National Capital Region and just 15 minutes west of downtown Ottawa.

Business advantage

In June of 2008, Bridgewater expanded its long-time relationship with Verizon Wireless by signing a three-year contract which included an initial order valued at \$30 million. Other marquee names among the company's 100-plus customer list include Sprint, Bell Mobility, metroPCS and SmarTone-Vodafone.

From delivering seamless mobile video to achieving customized billing for new wireless subscription services, Bridgewater Systems Corp. builds and sells software that gives telecommunications providers the ability to take full advantage of next-generation IP services and infrastructure.

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A public company since 2007 under the call letters BWC on the Toronto Stock Exchange (TSX), Bridgewater Systems has been profitable for 15 consecutive quarters, and generates gross margins approaching 85%. From fiscal 2004 to 2007, the company's revenues grew from \$13.7 million to \$39 million.

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Bridgewater's product suite enables subscriber-centric services to not only exist over next-generation network infrastructures, but across

more...

Bridgewater Systems has been profitable for 15 consecutive quarters and is traded on the Toronto Stock Exchange (TSX). From fiscal 2004 to the 12 months ended December 31, 2007, the company's revenues grew from \$13.7 million to \$39.2 million.

multiple access technologies. All Bridgewater solutions include subscriber data management, a core capability that gives the company's customers per-subscriber awareness and response capabilities – this allows new levels of service personalization to help them merchandize their networks.

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Kanata also hosts campuses for RIM, Cisco, Nortel Networks and more than thousand smaller telecom, software, life sciences, medical technology and cleantech companies.

The National Capital Region offers a wide variety of things to do and see, from national museums and centres of performing arts to parks and hundreds of kilometres

of nature trails. The standard of living is among the highest in Canada, and the world.

Business Advantage

Using Bridgewater's software, the company's customers can achieve the following advantages:

- Personalize the subscriber experience according to network capabilities, service tier, and access technology (e.g., mobile phone subscribers do not receive offers for high-definition streaming video)
- Offer subscribers more options by responding to network changes more easily (e.g., offer increased level of service when extra network capacity is available)
- Meet subscriber requests and demands quickly because the network is more variable, flexible, and adaptable
- Extend subscribers' control over their experience with self-care options that reduce customer care and improve retention and service uptake

Future growth plans

Bridgewater's employs 160 employees in Kanata, more than 200 across the globe, and the company is driving new business based on strong market trends.

Smart devices, such as the iPhone, are leading to significant growth in the use of wireless data applications. In order to facilitate higher broadband use, telecom providers are expanding bandwidth with the roll-out of broadband 3G networks and the introduction of 4G networks.

All of this translates into substantial growth in data services evidenced by the increase in wireless data revenue from leading wireless providers.

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