



The world's
most connected
company™

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Meet the new Syniverse: The world's most connected company

LOS ANGELES – Sept. 12, 2018 – Syniverse has unveiled its new brand that reflects the evolving needs of its customers and market for a more connected, more innovative world. Today, the company is introducing itself as the world's most connected company.

This bold assertion characterizes Syniverse's commitment to unlocking the opportunities of a more connected world. It's a claim Syniverse backs up with its world-spanning presence: Today, Syniverse's network, software and services connect billions of people across more than 200 countries and territories.

"We have listened to our customers, who have made it clear this digital transformation requires partners who are bold and relentless. The world's most connected company perfectly describes what Syniverse is today. We've developed the largest private network ever built for bridging mobile ecosystems. It reaches 7 billion devices in every corner of the globe – we are truly connecting our customers to the world," said Dean Douglas, President and CEO of Syniverse. "As the business landscape has evolved, we've reequipped ourselves with a new set of tools that will allow companies in every industry to expand their reach and imagine new ways of connecting. Syniverse Secure Global Access is the cornerstone of this, allowing businesses to shield their assets and data from potential threats on the public internet."

Douglas continued, "We are helping companies build smarter relationships with their customers, and we are crafting the more secure, more flexible business platforms of the future. We are excited for what's next."

The new Syniverse will be unveiled at Mobile World Congress Americas in Los Angeles this week. Syniverse's [Innovation Lab](#) and the newly released [Secure Global Access](#) network—two hallmark properties driving the company's transformation—will be on display in the company's pavilion located in booth S.2546 (South Hall). The pavilion features an innovation theater where company experts will provide live presentations throughout the event on a host of topics, including 5G, IoT, Rich Communications Services and Messaging Monetization.

In addition, Syniverse will introduce the all-new [Syniverse.com](#). The redesigned website will showcase the ways in which the company serves businesses and communications providers in the age of digital transformation.

"Today, we launch our new brand with a sense of pride. Our new visual and verbal identity embody the bold ideas driving us and reflect our relentless dedication to leading our customers forward," said Bill Hurley, Syniverse Chief Marketing Officer. "We've launched this brand at an inspiring moment for our company. We need to tell a new story that's worthy of the transformative work we do to connect the world's people and devices. In building the technologies of tomorrow, we're opening up boundless possibilities. I don't think there's ever been a better time to reach further, to operate smarter, to achieve more. We're ready to help our customers do just that."

Syniverse at Mobile World Congress Americas

Visit the Syniverse pavilion and Innovation Theater at Mobile World Congress Americas at booth S.2546 (South Hall). Bill Hurley, Chief Marketing Officer for Syniverse, will join a [Mobile World Congress Americas](#) panel session titled “4G to 5G Transition.” The panel will focus on the buildup for 5G and the important role that existing assets will play in not only the physical rollout of 5G networks, but in the development of the core technologies that will go into it. The session will take place on Sept. 14 from 12:30 to 1:00 p.m.

About Syniverse

Syniverse is the world’s most connected company—we pioneer innovations that take businesses further. Our secure, global network reaches billions of people and devices. Our engagement platform powers the customized experiences of the future. And the millions of secure transactions we drive every minute are revolutionizing how goods and services are exchanged. We have always led companies to reimagine the boundaries of possibility. Today we’re delivering on opportunities with the power to change the world.

<https://www.syniverse.com/>

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