

For Immediate Release

Syniverse Launches Marketplace to Facilitate Buying and Selling of Wi-Fi

Mobile Marketplace addition to the secure Syniverse platform supports global Wi-Fi ecosystem, including growth of unlicensed spectrum and connectivity

TAMPA, Fla. – May 10, 2017 – Today Syniverse announced the launch of [Mobile Marketplace](#) on its secure platform to enable service providers and enterprises from around the world to buy and sell Wi-Fi with the click of a button.

“The addition of Mobile Marketplace to the secure Syniverse platform has created a new model for how connectivity over Wi-Fi and unlicensed spectrum can be obtained and ultimately deployed through a single interface,” said John McRae, Group Vice President and General Manager, Syniverse. “By bringing buyers and sellers across the Wi-Fi ecosystem to a centralized location, the cloud-based solution provides agility and lowers the cost of access to high-speed, high-capacity Wi-Fi.”

Syniverse Mobile Marketplace eliminates the antiquated process of managing Wi-Fi wholesale agreements that required buyers and sellers to navigate the intricacies associated with determining coverage, pricing, legal requirements and technical specifications. Instead, those looking to gain coverage or augment an existing Wi-Fi footprint can easily input search parameters into the Mobile Marketplace interface to locate providers that will meet their connectivity needs. Similarly, Mobile Marketplace simplifies the process of selling coverage as well. All of the legal requirements, partner invoicing, currency conversion and billing are automated through Syniverse’s global, reliable and secure platform.

“Streamlining the procurement process will support the deployment of more Wi-Fi services and use cases, including examples like increased connectivity in communal places like city parks and airports, and marketing programs that reward loyal consumers with Wi-Fi perks,” said Shrikant Shenwai, CEO, Wireless Broadband Alliance (WBA). “The WBA has been supporting the development of tools, standards and guidelines to deliver seamless, global Wi-Fi roaming to the benefit of end users by creating business and technical enablers, and we are pleased to see that new methods to reduce the fragmentation and to expedite the establishment of business relationships are emerging that will help Wi-Fi roaming to reach its full potential.”

Syniverse developed the Mobile Marketplace solution with the support of BandwidthX. In addition, BandwidthX will be a participant in Mobile Marketplace to purchase Wi-Fi coverage that will extend its own coverage and to offer that coverage and connectivity solutions to other marketplace participants.

The launch of Mobile Marketplace builds on Syniverse’s [Wi-Fi solutions](#) that extend wireless connectivity in areas with subpar coverage and offer alternative coverage to those who turn off mobile service when roaming internationally.

Learn More

To learn more about Syniverse Mobile Marketplace, please [visit our website](#). In addition, attendees at the [WBA 2017 Wireless Global Congress](#) in London can view a demo of the Mobile Marketplace and speak to an expert about how to join by visiting the Innovation Lounge, of which Syniverse is a sponsor.

About Syniverse

Syniverse is the leading global transaction processor that connects approximately 1,500 mobile service providers, enterprises, ISPs and OTTs in nearly 200 countries and territories, enabling seamless mobile communications across disparate and rapidly evolving networks, devices and applications. We deliver innovative cloud-based solutions that facilitate superior end-user experiences through always-on services and real-time engagement. For more than 30 years, Syniverse has been simplifying complexity to deliver the promise of mobility – a simple, interoperable experience, anytime, anywhere. For more information, visit www.syniverse.com, follow [Syniverse on Twitter](#) or connect with [Syniverse on Facebook](#).

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For more information:

Bobby Eagle

Syniverse Public Relations

+1.813.637.5050

bobby.eagle@syniverse.com