

FOR IMMEDIATE RELEASE

Symphony RetailAI to Help Syniverse Grow Mobile Engagement Services

Global Partnership Targeted for Retail and Consumer Packaged Goods Companies

TAMPA, Fla., Oct. 10, 2019 – [Syniverse](#), the world's most connected company, today announced it has signed a new partner, Symphony RetailAI, to foster the usage of its [Mobile Engagement](#) suite of services to retail and consumer packaged goods (CPG) businesses worldwide. The Syniverse platform enables businesses to engage with their customers through intelligent and customizable multi-channel messaging, being a perfect complement to Symphony RetailAI's current offering.

[Symphony RetailAI](#) is a global provider of artificial intelligence (AI)-enabled revenue growth management solutions and customer insights for retailers and CPG manufacturers across the entire value chain. Symphony RetailAI's AI-enabled software, coupled with the industry's only conversational natural-language AI interface, [CINDE](#), provides businesses with proven prescriptive and preemptive recommendations that make it easy to identify end-to-end growth opportunities, activate plans and realize measurable profit and revenue growth.

The Syniverse Mobile Engagement services allow businesses to access and utilize a toolbox of mobile channels through one solution. The service also provides enhanced mobile capabilities, such as interactive scratch cards delivered through text messages to promote customer engagement, and mobile wallet and gamification functionality to digitize loyalty rewards and promotions.

By adding the Syniverse capabilities, Symphony RetailAI can now execute the personalization recommendations such as customer offers and shopping notifications, and deliver these recommendations seamlessly, using Syniverse's communication channels to retail customers.

The Syniverse and Symphony RetailAI partnership will initially focus on Brazil and expand to other countries in Asia-Pacific Rim, Europe and North America.

[CLICK TO TWEET](#): Syniverse ([@Syniverse](#)) partners with global #AI provider Symphony RetailAI ([@CINDE_AI](#)) to foster #Syniverse #Mobile Engagement services around the world. #syniverse #mostconnected #partners #sms #retail #cpg
<http://bit.ly/2HalZkv>

Supporting Quotes

- **Pablo Mlikota, President of Sales, Americas, Syniverse**

“Syniverse is the world’s most connected company. Retailers and consumer-packaged goods businesses are going through a digital transformation that requires a full ecosystem platform and a portfolio of services to enable the best user experience. We welcome Symphony RetailAI and look forward to working with them and helping advance a more connected world.”

- **Adriano Araujo, Vice President of CALA, Symphony RetailAI**

“At Symphony RetailAI, we understand the power of AI to move beyond traditional marketing methods, as machine learning modules drive accurate recommendations for sending shoppers hyper-personalized messages and offers. When a retailer or CPG is able to do this, the customer really feels like they’re understood and heard. To that end, we’re thrilled that our partnership with Syniverse will enable our clients to deliver next-level customizable messages, across channels.”

Digital Assets

- **[Photo]** [Pablo Mlikota](#)
- **[Image]** [Syniverse logo](#)

Supporting Resources

- Read about [Syniverse](#).
- Read about [Symphony RetailAI](#).
- Read about [SymphonyAI](#).
- Read about [Syniverse channel partners](#) program.
- Read and subscribe to the [Syniverse blog](#).
- Read and subscribe to [Syniverse news releases](#).
- For more information about Syniverse’s news and activities, follow the company on [Twitter](#), [LinkedIn](#) and [Facebook](#).

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.

About Symphony RetailAI

Symphony RetailAI is the leading global provider of role-specific, AI-enabled revenue growth management solutions and customer-centric insights for retailers and CPG manufacturers across the entire value chain. Our proven, industry-leading, AI-enabled software, coupled with the industry’s only conversational natural-language AI interface, CINDE, provides key users with proven prescriptive and preemptive recommendations that make it easy to identify end-to-end growth opportunities, activate plans, and realize

measurable profit and revenue growth. Our solutions are specific to key decision-maker roles focused on profitable growth across the retail value chain from source to consumer. With our strong global partner ecosystem, we serve more than 1,200 organizations worldwide – including 15 of the top 25 global grocery retailers, 25 of the top 25 global CPG manufacturers, thousands of retail brands, and hundreds of national and regional chains – all through the Microsoft Azure Cloud. Symphony RetailAI is a SymphonyAI company.

About SymphonyAI

SymphonyAI is a group of companies that provide the leading AI-centric solutions for transforming the business enterprise by driving revenue growth and operational excellence, for the retail, CPG, healthcare and industrial verticals, and for finance, IT and other key enterprise horizontal functions. Founded by Dr. Romesh Wadhvani, SymphonyAI is one of the fastest growing companies in the business-to-business AI solutions sector with revenue this year of \$275 million and 1,500 employees.

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