

FOR IMMEDIATE RELEASE

CPA FERRERE to Help Syniverse Expand Mobile Engagement Services in South America

**New Indirect Channel Partner to Sell Digital Services Targeted
for Businesses in Uruguay, Bolivia, Ecuador and Paraguay**

TAMPA, Fla. – March 10, 2020 – [Syniverse](#), the world's most connected company, today announced it has signed a new indirect channel partner, CPA FERRERE, to sell its [Syniverse Mobile Engagement](#) suite of services to companies in the agribusiness, financial, public and healthcare sectors in South America. The Syniverse platform enables businesses to engage with their customers through intelligent and customizable multi-channel messaging.

CPA FERRERE is one of the largest professional services firms in Uruguay, Bolivia, Ecuador and Paraguay. The management consulting firm provides its clients with economic analysis, audit, strategy and organizational development, corporate finance, risk management, taxes, innovation and design thinking, leadership and people management, technology and business digitalization and process outsourcing professional services.

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, CPA FERRERE can now execute the personalized recommendations such as customer offers and notifications, and deliver these recommendations seamlessly, using Syniverse's communication channels to businesses in agribusiness, financial services, public or non-government and healthcare services.

CLICK TO TWEET: [@Syniverse](#), the world's #mostconnected company, collaborates with [@cpa_ferrere](#) to sell #Syniverse #Mobile Engagement services in #SouthAmerica. #syniverse #cpaferrere #mostconnected #partners #sms #messaging <http://bit.ly/2HalZkv>

Supporting Quotes

- **Simón Waisrub, Manager, CPA FERRERE**
“At CPA FERRERE we develop innovative solutions to meet our clients' needs, using technology to ensure cutting-edge solutions. Working with Syniverse affords us a strategic partner in digital communication and interconnection, to further enhance your clients' communication, digital transformation, loyalty and commercial campaigns. This partnership lets us complement our offer with the state-of-the-art services offered by Syniverse.”
- **Pablo Mlikota, President of Sales, Americas, Syniverse**
“Syniverse is the world's most connected company. Businesses in South America are going through a digital transformation that requires a full ecosystem platform and a portfolio of services to enable the best user mobile experience. We welcome CPA

FERRERE and look forward to working with them and helping advance a more connected world in Uruguay, Bolivia, Ecuador and Paraguay.”

Digital Assets

- [Photo] [Pablo Mlikota](#)
- [Image] [Syniverse logo](#)
- [Photo] [Simón Waisrub](#)
- [Image] [CPA FERRERE logo](#)

Supporting Resources

- Read about [CPA FERRERE](#).
- Read about [Syniverse](#).
- 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, revolutionizing how businesses connect, engage, and exchange with their customers. For decades, we’ve delivered the innovative software and services that transform mobile experiences and power the planet. Our secure global network reaches almost every person and device on Earth. Our communications platform is industry-recognized as the best of its kind. And each year, we process over \$35 billion in transactions, revolutionizing how goods and services are exchanged. Which is why the most recognizable brands—nearly every mobile communications provider, the largest global banks, the world’s biggest tech companies, and thousands more—rely on us to shape their future.

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For more information:

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