

FOR IMMEDIATE RELEASE

Syniverse and Mobolize to Provide On-Device Data Optimization & Secure Solutions for Mobile Users, Operators & Enterprises

*Mobile Users Enjoy up to 80% More Data
Without Impacting Performance – and Operators Differentiate*

TAMPA, Fla., – April 3, 2019 – In a continuing effort to improve customer experience and reduce network burden, including roaming costs, [Syniverse](#), the world's most connected company, said today it has collaborated with Mobolize to offer software solutions that optimize data and create secure, seamless Wi-Fi usage on mobile users' devices.

Using [Mobolize](#) technology, the Syniverse Data Experience Optimization service extends its global leadership position of securely and efficiently enabling mobile operators and enterprises to manage data with data optimization, secure Wi-Fi and Wi-Fi cellular bonding. The growth of data, driven by video and the desire for mobile users to be constantly connected, is increasing the costs for mobile providers, especially when customers are roaming or using a network owned by a Mobile Virtual Network Operator (MVNO).

Mobolize uses patented technology that is network neutral because it is on the device. In cooperation with mobile users, data optimization allows operators to deploy bitrate control of streaming video even while roaming, optimizing data usage by up to 80% without the need for harsh throttling techniques that cause user frustration. Mobolize Secure Wi-Fi seamlessly protects users when joining Wi-Fi, while Wi-Fi cellular bonding eliminates the dead zone as customers transition from Wi-Fi to cellular – increasing Wi-Fi usage and satisfaction. Together, these solutions maximize the user experience, while enabling operators to better manage costs, especially with regulations such as “Roam Like at Home” in Europe.

Syniverse and Mobolize will be representing these solutions at GSMA WAS (Wholesale Agreements & Solutions Conference) #9 in Kuala Lumpur, Malaysia, from April 8 to 11, 2019. To learn more, go [here](#).

Supporting Quotes

- **Bill Hurley, Chief Marketing Officer, Syniverse**
“Providing the best experience for mobile users is a challenge, especially with the ever-increasing amount of data being used globally. In collaboration with Mobolize, we can address this issue by offering solutions that uniquely manage data on a mobile device and is attractive to operators and their mobile users. This solution provides an advantage for mobile operators and enterprises who need to build their customers' confidence and loyalty to their brand.”

- **Colleen LeCount, Senior Vice President, Global Sales & Marketing, Mobolize**
“Mobolize’s goal is to provide smart on-device data management that makes a difference in the quality of experience provided by our mobile operator customers. We bring expertise in managing data on the mobile device that helps operators improve performance. Combined with Syniverse’s innovative technologies and global market leadership, we create services that increase customer lifetime value for mobile operators.”

Digital Assets

- [Photo] [Mobile users will enjoy up to 80 percent more data](#)
- [Video] [Mobolize | Bond](#)
- [Video] [Mobolize | Optimize](#)

Supporting Resources

- Read about [Syniverse](#).
- Read about [Mobolize](#).
- Read about [Mobolize | Bond](#).
- Read about [Mobolize | Secure](#).
- Read about [Mobolize | Optimize](#).
- Read and subscribe to [Synergy](#), the Syniverse blog.
- Read [Syniverse news releases](#).
- For more information about Syniverse’s news and activities, follow the company on [Twitter](#), [LinkedIn](#) and [Facebook](#).
- For more information about Mobolize’s news and activities, follow the company on [LinkedIn](#) and [Twitter](#).

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 Mobolize

Mbolize’s on-device data management software enables mobile operators to deliver value-added services and products that enhance the mobile data experience, maintain customer engagement and increase Customer Lifetime Value (CLV). Mobolize solutions are deployed on millions of Android and iOS smartphones.

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