

FOR IMMEDIATE RELEASE

Syniverse Expands Indirect Channel Program in Latin America

Digital Bold and Optimus Digital Help Syniverse Grow in Mexico and Central America

TAMPA, Fla., June 19, 2019 – [Syniverse](#), the world's most connected company, today said it has signed two new digital marketing partners to help sell the [Syniverse Mobile Engagement](#) service to enterprises in the Latin American region. The Syniverse platform enables enterprises to engage with their customers through intelligent and customizable multi-channel messaging.

Digital Bold and Optimus Digital, two digital marketing firms based in Mexico, will become a part of Syniverse's indirect channel program in Latin America and sell Syniverse solutions in Mexico and Central America.

The Syniverse Mobile Engagement service allows enterprises to access and utilize a toolbox of messaging 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 functionality to digitize loyalty rewards and promotions. More than 500 businesses in more than 200 countries use the Syniverse Mobile Engagement service, which processes more than 740 billion messages annually.

CLICK TO TWEET: Syniverse ([@Syniverse](#)) recruits two #digital marketing firms, Digital Bold and Optimus Digital, to sell #Syniverse #Mobile Engagement service in #Mexico & #CentralAmerica. #syniverse #mostconnected #channelpartners <http://bit.ly/2HalZkv>

Supporting Quotes

- **Pablo Mlikota, President of Sales, Americas, Syniverse**
"Syniverse is the world's most connected company. We have listened to our customers, who have made it clear this digital transformation space requires a full ecosystem of platform and portfolio of services to enable the best user experience. We welcome Digital Bold and Optimus Digital and look forward to working with them and helping advance a more connected world in Latin America."
- **José Augusto Fernández, Director of México, Digital Bold**
"We are proud and thrilled to be a partner of Syniverse, the world's most connected company, and to bring Syniverse's solutions to Mexico. This collaboration with Syniverse allows Mexican companies to better navigate today's digital transformation and create advanced mobile engagement solutions and new ways of improving customer experiences."

- **Leonardo Coutiño, CEO, Optimus Digital**
“We are excited to become a digital marketing partner for Syniverse. This strategic partnership supports our priority in generating the best value for our customers and providing them outstanding mobile engagement services. It also reinforces our leadership as a digital media agency in Mexico.”

Digital Assets

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

Supporting Resources

- Read about [Syniverse](#).
- Read about [Digital Bold](#).
- Read about [Optimus Digital](#).
- 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, and 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.

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