



Syniverse to Support Launch of VIVA in Bahrain

Multi-service contract win with Bahrain's newest operator extends Syniverse's presence to all STC affiliates in the Middle East

News Release

For more information:

Diane Rose

Syniverse Corporate Communications
+1 813.637.5077
diane.rose@syniverse.com

TAMPA, Fla. – Feb. 8, 2010 – VIVA, the latest addition in the Bahraini telecom market and part of STC Group, has selected [Syniverse Technologies](#) (NYSE:SVR) to provide it with a comprehensive suite of 10 [roaming](#), [messaging](#), [network](#) and [turn-key](#) solutions. As a result, Syniverse, a leading provider of technology and business solutions for the global telecommunications industry, now provides services to all Saudi Telecom Company (STC) Group affiliates throughout the region.

"Thanks to surging demand for mobile data, the Middle East and North Africa are experiencing tremendous mobile growth," said [Eugene Bergen Henegouwen](#), Executive Vice President, EMEA, Syniverse. "A growing number of operators in this part of the world are relying on Syniverse's superior industry expertise, comprehensive portfolio of services and strong in-region support, and we are proud that VIVA in Bahrain has chosen Syniverse to provide vital mobile solutions supporting the company's subscriber services."

To ensure smooth roaming operations, VIVA, the newest mobile operator in the kingdom of Bahrain, will use an array of [Syniverse MORESM roaming solutions](#), including Data Clearing House for GSM, Financial Clearing House for GSM, Roaming Management Services and Syniverse DataNet. Together, these services will allow the operator to streamline the clearing and settlement process, increase efficiency, minimize roaming fraud, and comply with all current industry standards. The operator also will rely on a number of network services to provide subscribers with access to their full mobile voice and data services while roaming.

A pair of [Syniverse NEXTSM messaging solutions](#) will allow VIVA to facilitate seamless text and multimedia messaging to users on other networks, while Managed Welcome SMS will enable the operator to keep in touch with both outbound and inbound roamers via personalized SMS greetings.

When its network launches in 2010, VIVA will become the third mobile operator in the Kingdom of Bahrain. The operator will develop the telecommunications infrastructure to bring forth the latest solutions and provide its subscribers with the highest coverage available. Ibrahim bin Abdulrahman Al Omar, Head of the Bahrain Project, VIVA in Bahrain, said he expects the operator to succeed from day one.

"To compete in this dynamic market, we are focused on providing unparalleled service quality to our subscribers and inbound roamers," Al Omar said. "By working with Syniverse, we have a single source capable of helping us exceed our subscribers' expectations both today and as we are growing the future."



About Syniverse

Syniverse Technologies (NYSE:SVR) provides mobile technology for the global telecommunications industry, making it possible for disparate data, messaging and voice technologies to interoperate anywhere, any time. Serving more than 800 communications companies in over 160 countries, Syniverse offers market-leading solutions that simplify the complexities of roaming, messaging, network interoperability and business intelligence for mobile operators, MSOs, enterprise verticals and emerging mobile providers. For more information, visit www.syniverse.com.

About STC Group

STC Group (Saudi Telecom Company), who was able to attain the third mobile operation license in the Kingdom of Bahrain is considered to be the leading telecommunications company in the MENA region. The group has more than 93 million subscribers to its services worldwide through nine countries, namely Malaysia, Indonesia, India, Kuwait, Turkey, South Africa, Lebanon and Jordan, in addition to its presence in the Saudi market, offering the most innovative services in the industry and promises to begin operations on the Kingdom of Bahrain’s most advanced telecommunications network services. The group is also a pioneer in the financial markets having acquired class (A+) classification from Standard and Poor’s Agency and class (A1) Credit rating from Moody’s Investor Service Agency for Credit Services. These advancements have taken the company to the top ranking position of the “Global 100” charts as the number one communications company in the Middle East while ranking at number 25 globally.

#