



Syniverse Mobile Marketplace

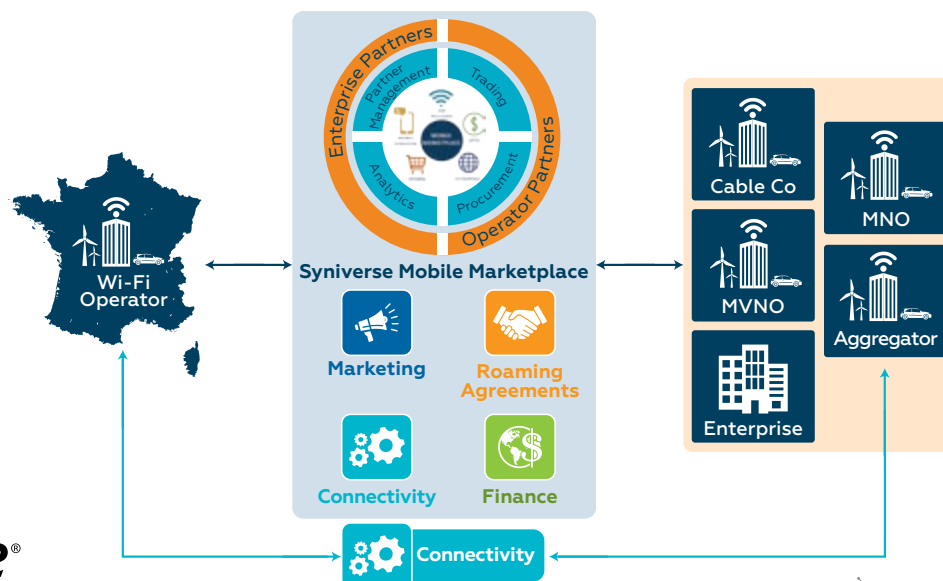
In the ongoing battle to satisfy subscriber demand for data services while simultaneously growing revenue, Wi-Fi's contribution has been underwhelming. The supply side is fragmented, resulting in an inaccessible market for enterprises wanting to leverage Wi-Fi for customer incentives and retention. In addition, providers that want to augment their offering by extending coverage also struggle to navigate the complex and disparate nature of Wi-Fi supply options.

Syniverse Mobile Marketplace provides a centralized, user friendly platform for Wi-Fi providers and buyers to assess Wi-Fi capabilities, enable services, and settle financially, using a demand-based pricing model.

From our unique position in the mobile system, Syniverse is able to bring Wi-Fi providers and potential buyers together to address both the provider need for the delivery of innovative offers and increased ROI for buyers. Our reputation as trusted intermediary with connections to over 1,000 operators combined with our long history in clearing and interoperability enables us to facilitate the trading and complex technical and operational requirements needed to grow Wi-Fi services globally.

How It Works

Syniverse Mobile Marketplace enables simplicity and efficiency stimulating the growth of new services





Benefits

Benefits for Wi-Fi Providers

- Generates revenue growth by making the service readily available to purchase across the globe
- Unlocks new revenue channels and provides return on Wi-Fi investments
- Enables the centralization of planning and decision-making activities – easier, cheaper, and faster to create relationships
- Brings business agility
- Empowers finance and purchasing departments by giving them a modern sourcing model that will shorten procurement processes and decrease costs
- Enables lower acquisition and usage costs for investing in extended coverage

Benefits for Enterprises

- Provides a channel for access to previously unknown Wi-Fi suppliers
- Enables position of power when buying
- Increases connectivity and unlocks a new revenue opportunity by utilizing Wi-Fi as a new channel with customers
- Facilitates the discovery of Wi-Fi coverage providers, making it faster to find the right partner and establish a relationship
- Provides a one-stop shop for Wi-Fi business (from sourcing to connection to financial settlement to business intelligence and analytics)

Features

Features for Wi-Fi Providers

- Create, manage and market offerings
- Assess and respond to purchase requests
- Receive bid notifications from auctions
- Communicate with buyers
- Standardize contracts
- Access to easy invoicing & A/R Management
- View reporting and analytics

Features for Enterprises

- Create auctions to receive bids from sellers for new Wi-Fi opportunities
- Initiate purchase order requests
- Create a single contract
- Deliver simplified payments
- Access reporting and analytics

Get Started Today!

Syniverse is a global mobile solutions specialist that connects more than 1,500 mobile service providers and consumer companies in nearly 200 countries. We specialize in enabling the world's mobile users to connect with each other regardless of device, network or location. Our advanced cloud-based solutions deliver superior user experiences through always-on services and real-time engagement. For more than 25 years, we have been simplifying complexity to deliver the promise of mobility – a simple, interoperable experience, anytime, anywhere.

[Contact us today](#) for more information or visit www.syniverse.com to learn more.

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Syniverse®

We make mobile work

