



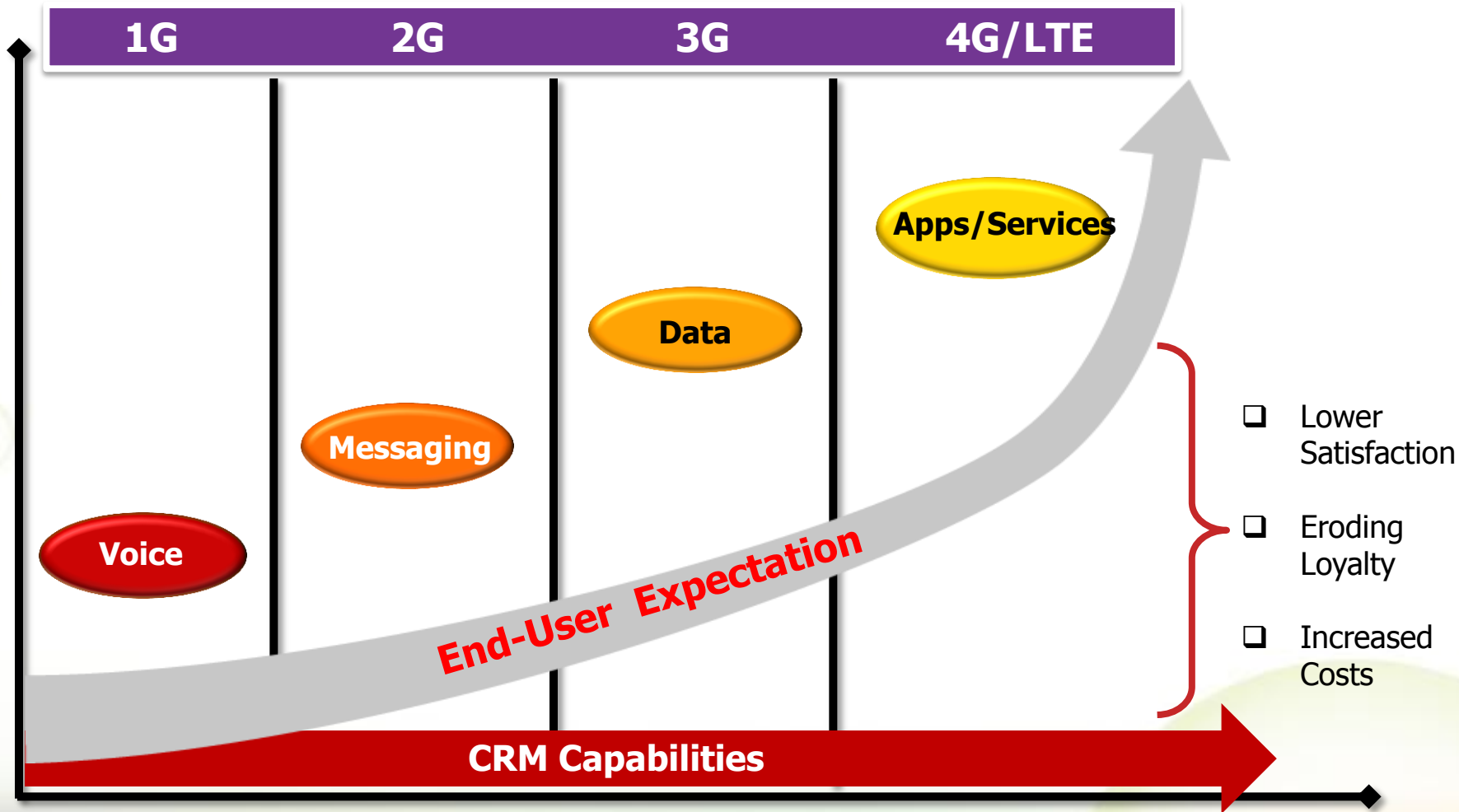
Syniverse

Maximizing the Customer Experience

Jeff Gordon, President and CEO
Syniverse

The Widening Customer Experience Gap

We make mobile work.



Customer service paradigm has flatlined

Expand Beyond Current Levels

We make
mobile work.



Application

Presentation

Session

Transport

Network

Data Link

Physical



Mobile experience is expanding from physical to app layer

Re-imagine the Service Provider Model

We make
mobile work.



Deliver
Proactive
Real-Time
Service


Own the
Entire Mobile
Experience

Re-think Who
Your
Customer Is

Leverage
Your Data In
Real Time

Proactive Customer Experience Management

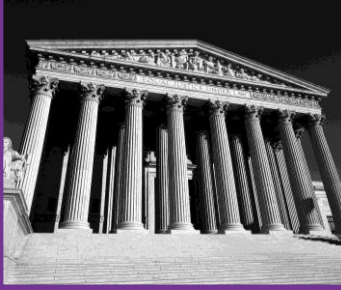
We make
mobile work.



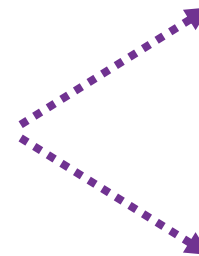
High value purchase triggers request for customer location



Financial institution leverages customer data from operator



Syniverse®



F.I. takes action to prevent fraud



Operators and enterprises solving problems before users know they exist

Maximizing the Mobile Experience

We make
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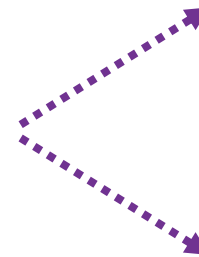
Subscriber
launches
video session or
other application



Real Time
Intelligence:
network quality &
available bandwidth



Syniverse®



Application
delivery adjusted
to match
network



Operators collaborate with application providers
to deliver a premium mobile experience

Customer Experience Belongs to All of Us

We make
mobile work.



Syniverse®



The winners in the mobile ecosystem will collaborate to optimize customer experience



Together We Can Do This Today

3

Lines of business:
roaming, network,
messaging

5+

Billion mobile
subscribers reached

1500+

Customers

2+

Billion P2P messages
processed daily

6+

Billion A2P
messages
processed yearly

2500+

Employees in over 30
countries

Top 10

Operators globally

190+

Countries

\$18

Billion* cleared annually

