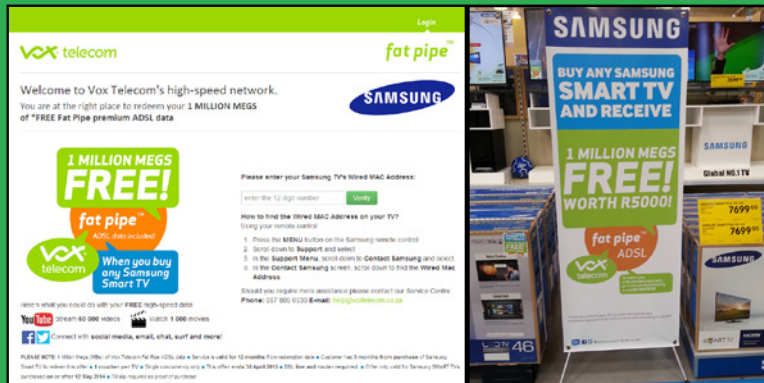


CUSTOMER SUCCESS STORY

Vox Telecom: A Million Reasons for Subscribers to be Happy



Vox teamed up with Samsung, Sandvine, and Makro to reward subscribers

When a consumer in South Africa walks into a Makro store to look at TVs, they can't help but notice a great promotion: buy any Samsung smart TV and receive one million megabytes on Vox Telecom's *Fat Pipe* ADSL service.

Behind-the-Scenes

To claim their million megabytes, the subscriber goes to a special website portal, powered by Sandvine OutReach.

The subscriber enters their new TV's MAC address, and from that point on the Sandvine Quota Manager knows that the next million megs are free.

Stand out from the Crowd

To stand out in a competitive market—where switching providers is as easy as changing your modem settings—Vox Telecom out-innovates their competition.

By partnering with Samsung and Makro, Vox gives their own customers extra reasons to stay and can grab subscribers from the competition.

Customer First

"It was very important for us to supply a data service solution that would enhance the consumer's viewing experience and we, together with Samsung, believe that our Fat Pipe ADSL product was the perfect match."

- Gary Sweidan
Executive Head of Products and Marketing

About Vox Telecom

Vox Telecom provides fixed and mobile Internet services to businesses and consumers in South Africa. Since entering the market in 1998, Vox has established itself as an innovation leader by continually pushing the envelope with exciting new services.



How many reasons are there to select your network? Visit www.sandvine.com