

CUSTOMER SUCCESS STORY

I-New Enables New Latin American MVNO

<p>..... +NETZ</p>  <p>Ahora sí tus dedos no van a tener descanso: Facebook, Twitter y Whatsapp ilimitados por 30 días, a sólo \$150.</p> <p style="text-align: center;">¿TE LATE?</p> <p>Marca *ROCK (*7625) para contratarlo.</p>	<p>..... +WEBZ</p>  <p>Navega, escucha tus rolas favoritas, twittea, facebookea... ¡Lo que quieras! Tienes 1 GB durante 30 días por sólo \$300.</p> <p style="text-align: center;">A POCO LO DEJAS PASAR</p> <p>Marca *ROCK (*7625) para contratarlo.</p>
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Latin American MVNO launches with the agility to take on incumbents

The MVNO market is all about service differentiation. To be successful, a MVNO must offer compelling services that align with the needs and preferences of fairly specific demographic targets.

For a Latin American MVNO, I-New and Sandvine provided the perfect platform, one that lets the MVNO launch services tailored for specific audiences, and to do so with an agility that can't be matched by the larger incumbents.

The Right Services

I-New, with their "MVNO-in-a-Box" solution, and Sandvine, with our flexible policy control capabilities, provide a powerful platform on which MVNOs can launch services that appeal to very specific demographics.

Sandvine is the global leader in enabling innovative subscriber services, and I-New's technology gives MVNOs access to these same capabilities.

Unmatched Agility

The services themselves are only half the story: eventually, incumbents catch on and launch competitive services, so the MVNO needs to rapidly change course. Additionally, the faster an MVNO can launch new services, the faster they can grow their subscriber base with new audiences.

The joint I-New and Sandvine solution provides exactly this kind of agility.

A Perfect Match

"Sandvine's unique ability to enable a network for application-, subscriber- or device-specific service plans is a great fit with I-New's MVNO-in-a-Box capabilities. Together with Sandvine, we can help MVNOs quickly gain a competitive edge in crowded marketplaces."

- Herbert Reinisch
VP Marketing & Corporate Communications

About I-New

I-New is one of the leading global providers for MVNOs through developing, implementing and executing complete MVNO technologies for clients around the world, including an "MVNO-in-a-Box" solution.



Do you have the agility to outperform the competition? Visit www.sandvine.com