

News Release

November 15, 2017

BandwidthX Launches BxNotify Enabling Full Mobile Subscription Lifecycle Communication

CARLSBAD, Calif. – [BandwidthX](#) announces today BxNotify, its newest addition to the BX product line. This messaging service channel utilizes the same SaaS platform as the company's main service BxMarket. BxNotify allows mobile network operators (MNOs) and mobile virtual network operators (MVNOs) to send notifications to subscribers on their BxMarket enabled devices without using text messages. It works both when the mobile service plan is active and when the cellular service is not active, but the device connects to the internet using Wi-Fi. The service complements existing mobile marketing channels to reach customers in the full subscription lifecycle.

"We are very excited to bring BxNotify to the market to help our customers stay connected with their subscribers even when the subscriber has not renewed their service." said CEO Dr. Pertti Visuri, "Having a communication channel that does not rely on text messaging and that can be used without any action by the end user adds a valuable tool for building relationships with subscribers, retaining customers and reducing churn."

BxNotify can be utilized by existing customer messaging platforms using a simple API which integrates into the campaign management systems. It allows a variety of rules and schedules to be applied to the delivery preferences of a notification. This optimizes the number of notifications needed to prompt the subscriber to take an action. The service is especially helpful for reaching customers when the plan period has lapsed, the user has not fully activated their new phone, and for win-back campaigns or other retention or customer service activities. BxNotify comes along with the BxMarket app which opens the full suite of BxMarket tools as additional benefits.

BandwidthX operates an advanced connection management service and a cloud-based market, BxMarket, that reduces need for cellular data and improves the mobile service quality. The business-to-business solution enables Mobile Operators to meet growing data demand by utilizing unused data capacity from Network Service Providers. BandwidthX has solved the two key issues in utilizing excess capacity in alternative wireless data networks: making sure that every automated connection improves the end user's experience and providing the mobile operator effective control of how and what data is used. BxMarket



brings savings for Mobile Operators, new revenue streams for Network Service Providers, and better service for end-users.

For further information about BandwidthX and its solution, visit <http://bandwidthx.com> or follow @BandwidthX on Twitter.

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About BandwidthX

BandwidthX operates an advanced connection management service and a cloud-based marketplace where both Mobile Operators and Network Service Providers can define their value for data capacity in real time and are automatically matched when their values align. BxMarket gives the Mobile Operators incremental data capacity at lower cost, while allowing the Network Service Providers to profit from new revenue streams from their underutilized data networks. With this new form of micro-commerce, everyone in the mobile data ecosystem wins: from Mobile Operators and Network Service Providers to equipment and software vendors, aggregators and financial clearing companies and, of course, the end user of the device. Learn more about BandwidthX at <http://www.bandwidthx.com>.

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