



Teleena first European MVNE to launch Next Generation Diameter Signaling Solution

European MVNE Teleena goes live with the BroadForward BFX Interface Gateway enabling advanced Diameter routing and protocol interworking scenarios.

Nieuwegein, The Netherlands, 16 December 2014

Teleena, the innovative mobile network telecommunications company from the Netherlands today announced it has become the first European MVNE to go live with a Next Generation Diameter Signaling Controller (DSC). BroadForward's BFX Interface Gateway enables multiple use cases for Teleena including Diameter routing, load-balancing, mediation and 3G-4G interworking for LTE roaming.

The BFX Interface Gateway is a key element in the service innovation strategy of Teleena. It facilitates the ever-increasing use of Diameter signaling in Teleena's mobile network. As the number of signaling messages being sent is rising rapidly, this puts pressure on all parts of the network – and particularly on gateways, charging systems, policy servers and user-data repositories. By deploying BFX, Teleena can relieve this pressure while boosting operational efficiency and increasing the reliability of the internal signaling network. Using the service orchestration environment of BFX, Teleena sets up advanced use cases without any need for scripting or vendor involvement.

The flexibility to innovate at the speed of the ecosystem is increasingly important to Teleena as it offers managed mobile service solutions to many different types of customers, such as mobile (virtual) network operators, cable companies, retail brands and other enterprises throughout the world. Currently Teleena operates over 20 brands for customers like Vodafone, BT and Liberty Global. This year Teleena was awarded the title of Best MVNE at the 2014 MVNO World Congress and together with BroadForward they were shortlisted by the GSMA for Best Mobile Technology at the 2014 Mobile World Congress in Barcelona.

Ruurd Sieffers, Director of Engineering at Teleena, commented "For Teleena, time to market is crucial. BFX is the only Diameter Signaling Controller that provides us with the ability to own and control our signaling network and independently resolve issues across multi-vendor environments. This is crucial for us to satisfy the differentiation needs of our individual customers. It allows us to be the fastest innovator in our market, and at the same time structurally reduce integration and hardware costs."

Taco Schoute, CEO BroadForward, added "We are proud to have a front runner like Teleena as one of our closest partners. The Teleena engineering team fully leverages the power of BFX. They don't shy away from enabling advanced use cases across networks and systems, making Teleena a great reference for us and an example for the MVNO community at large."

About Teleena

Teleena is the global leader in providing innovative services to the mobile ecosystem looking beyond the standard offerings. Parties such as Mobile Virtual Network Operators (MVNOs) and Mobile Network Operators (MNOs) benefit from Teleena's fast solutions and tailor made products. Teleena is today's enabler of choice to customers from countries not only in Europe, but worldwide.

Teleena's portfolio includes multi-country solutions offering competitive local rates and experience and loyalty/reward solutions for retailers (earning free usage while you shop). Teleena also provides data and content solutions and dedicated services for any connected mobile device. Teleena also offers a full suite of web-based provisioning, billing and customer care services that can be tailored to every need.

About BroadForward

BroadForward is the leading expert in Diameter routing and interworking for 3G, 4G/LTE, IMS, Fixed and Wi-Fi networks. BroadForward's BFX Interface Gateway is the Next Generation signaling solution providing a unique combination of any-to-any protocol interworking, routing and GUI based services orchestration. BFX works across Diameter, RADIUS, SS7 and IT protocols. BFX is hardware-agnostic and supports network virtualization and cloud deployment. BroadForward was founded by an internationally recognized team of mobile telecoms experts with a track record in building carrier-grade, revenue generating products and services for global mobile operators. BroadForward's software development is entirely done in The Netherlands. For more information: www.broadforward.com

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