



# GSMA nominates BroadForward and Teleena in the Best Mobile Technology category

*Dutch companies BroadForward and Teleena are jointly shortlisted for the 19th annual Global Mobile Awards in Barcelona in February this year.*

Amersfoort, The Netherlands, January 29, 2014

Under the joint submission name of “BroadForward BFX Interface Gateway for Teleena services agility”, the BroadForward-Teleena entry was shortlisted for the annual GSMA Awards in the category Best Mobile Technology. The winners will be presented in a ceremony on Tuesday, 25th February at the GSMA Mobile World Congress in Barcelona, the largest event in the mobile industry with over 70,000 attendees.

Teleena is a leading European MVNE player offering a rich portfolio of innovative and profitable solutions that make brands stand out in the mobile crowd. Teleena has implemented the BroadForward BFX Interface Gateway to independently enable innovative services across different network technologies, and achieve faster resolution of signalling issues in the network. BFX provides any-to-any interworking, routing and service orchestration across Network and IT systems, empowering operators to structurally enable faster implementation of innovative services and resolution of multi-vendor challenges across the network, whilst significantly reducing cost.

Taco Schoute, CEO BroadForward commented “BFX supports Teleena in their strategy to become more agile and independent of vendor technologies, enabling them to further speed up time-to-market for new services and significantly reduce integration costs.”

He further added “Through our work with service providers like Teleena, we are much aware of the high cost, long lead-times and vendor lock-in issues associated with integration projects, involving new network components and technologies such as Diameter. We help them to overcome these issues and deploy interworking and routing solutions for a fraction of the cost and time associated with traditional vendor routes.”

Rob Snijder, CTO Teleena says “With the BFX Interface Gateway we have a unique capability in our network to support us to realise our goal in being the fastest innovator in the European MVNO market. This nomination is not only an acknowledgement on typical challenges innovative operators like Teleena face, but foremost a recognition of the fundamental way Teleena tackles them with BFX, now and in the future.”

BroadForward and Teleena will both be available to discuss Teleena’s services agility achievements with BFX at Mobile World Congress in Barcelona from 24 to 27 February 2014.

## **About**

BroadForward is the leading expert in broadband interfacing software, delivering the fastest and most flexible connectivity and interworking solutions for 3G, 4G/LTE, IMS, Fixed and Wi-Fi network environments. Through its BFX product suite, BroadForward provides interworking, protocol conversion, aggregation, routing and enrichment functions for a wide range of protocols, such as Diameter, RADIUS, XML, SOAP, LDAP and SS7.

Teleena is an innovative mobile services provider and one of EMEA's fastest growing technology companies (Deloitte Technology Fast 500 2013). Teleena offers managed mobile solutions to MNO's, Cable Companies, MVNO's and other enterprises around the globe wishing to launch a new or improved mobile proposition to their client base quickly, effectively and with a reduced total cost of ownership. Teleena's own mobile platform capability effectively enables the customers to offer exceptional services to their clients and delivers significant competitive advantages for their businesses.

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