



Leading Mexican Operator gains significant competitive edge with Tango Telecom's Subscription Lifecycle Manager

Tango Telecom receives significant order from the leading LATAM operator to enable the rapid monetisation of new mobile services.

Mexico City, Mexico, 29th January 2015: Tango Telecom, (www.tangotelecom.com), the leading provider of Data Monetisation Solutions for evolving mobile networks, announced today that a leading mobile operator in Mexico, has successfully deployed Tango Telecom's Subscription Lifecycle Manager. The Subscription Lifecycle Manager, a key component of the Tango DRE™, enables the rapid monetisation of advanced context-aware mobile services using a variety of channels including Smartphone App, Web Portal, USSD, SMS, etc.

The deployment provides a common platform for the fast creation, orchestration, deployment and monitoring of new mobile services and promotions to the operator's growing subscriber base. By removing the unnecessary complexity and time constraints traditionally associated with launching new services, Tango Telecom's Subscription Lifecycle Manager accelerates the operator's time to revenue and lowers overall costs. This end-to-end channel agnostic solution blends network and IT services and simplifies processes to enable quick, easy and coherent service orchestration management.

"The signing of this new deal further cements our position as the leading Data Monetisation Solution provider in the region," explains Ray Moran, VP Sales LATAM, Tango Telecom. "Our open, flexible and agile Subscription Lifecycle Manager, coupled with our proven track record and deep understanding of the operator's evolving business needs, increases the uptake of new services by simplifying service discovery, purchase and activation. By powering real-time engagement with their subscribers at every touchpoint, we are providing them with a virtual shop window for turbo boosting their data revenues."

About Tango Telecom

Tango Telecom is the leading global provider of Data Monetisation Solutions for evolving mobile networks. Our high performance solutions are deployed at the core of some of the world's most demanding networks including América Móvil, the Axiata Group and the Telenor Group and currently support over 130 live systems serving 650 million subscribers in 40+ countries.

The Tango Telecom Data Retail Engine, the Tango DRE™, drives service innovation and service velocity to successfully monetise the growing demand for mobile data while optimising the use of network resources. Tango Telecom's solutions are fully virtualised and cloud-available globally, enabling operators to benefit today from the many advantages of network functions virtualisation (NFV).

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