

## Syniverse Adopts VMware on IBM Cloud to Meet Customers Mobile Service Needs

-Global technology provider manages up to four billion transactions per day using a hybrid cloud environment

ARMONK, N.Y., Aug. 29, 2017 /[PRNewswire](#)/ -- IBM (NYSE: [IBM](#)) today announced that [Syniverse](#), a global connectivity enabler, has adopted IBM Cloud to expand its flexibility and capacity in serving rapidly changing mobile service needs for its customers.

Usage of popular Syniverse services, such as its Multimedia Messaging Service (MMS), can vary significantly based on seasonal trends. This fluctuation may cause sudden and severe demands on technology resources. For example, Syniverse has consistently seen a steep rise in MMS use during holidays, when many mobile users share photos and graphics. From 2014 to 2016, the compound annual growth rate for the volume of MMS messages per second that Syniverse handled increased 57 percent for Halloween, 34 percent for Thanksgiving, 30 percent for Christmas and 53 percent for New Year's Eve.

To help manage seasonal spikes in traffic, Syniverse operates a hybrid cloud environment that uses VMware solutions on the IBM Cloud. This enables Syniverse to quickly scale up their existing VMware environments and connect to IBM's global cloud infrastructure. IBM Cloud also provides the ideal environment for testing and integrating new services so that Syniverse can better meet evolving customer needs without having to create test environments.

"This collaboration with Syniverse is a prime example of the benefits our clients can gain by tapping into the IBM Cloud for its global reach and scale," said Zane Adam, Vice President of Private Cloud, IBM. "IBM Cloud also provides the ideal environment for testing and integrating new services so that Syniverse can better meet evolving customer needs."

"The volume of overall transactions we process –now up to four billion per day –makes it vital that we remain prepared to handle spikes in traffic that occur on holidays and other special times of the year. MMS is just one example of an area that benefits from VMware solutions leveraged through our new hybrid cloud-based platform," said Chris Rivera, chief technology officer, Syniverse. "We're able to strengthen our overall customer-service approach thanks to the efficiency and flexibility of the IBM Cloud."

With \$15.1B in cloud revenue over the last 12 months, IBM is the global leader in enterprise cloud with a platform designed to meet the evolving needs of business and society. Moving past productivity and cost improvements, the IBM Cloud is tuned for the cognitive and data demands that are driving true

differentiation in today's enterprise. IBM's private, public and hybrid offerings provide the global scale businesses need to support innovation across industries, while its nearly 60 Cloud Data Centers across 19 countries help clients meet their expanding data locality requirements.

To learn more about IBM Cloud, visit <https://www.ibm.com/cloud-computing/>.

To learn more about Syniverse, visit <https://www.syniverse.com>.

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