

Gartner recognises Flytxt as a 'Cool Vendor in Emerging Markets, 2013'

Flytxt, the provider of Big Data analytics powered revenue and customer experience management solutions for Cellular Service Providers (CSPs), have announced that it has been included in the list of "Cool Vendors" in Gartner's report "Cool Vendors in Emerging Markets, 2013".

According to Gartner, "Cool vendors are vendors that have captured Gartner's interest during the past year because they offer innovative or intriguing technologies or solutions. In this research, Gartner highlights vendors that have an impact specifically on emerging markets."

Flytxt CEO, Dr. Vinod Vasudevan speaking on the occasion said, "We are pleased to be recognised by Gartner for our unique focus on generating more than 10% economic value from operator data by leveraging Big Data Analytics as well as for our proven and highly adopted revenue sharing model in emerging telecom markets".

Abhay Doshi, vice president of Product and Marketing at Flytxt, while expressing satisfaction over getting included in 'Cool Vendors' list commented, "We have many strong use cases in the highly competitive prepaid markets demonstrating our value proposition of enabling high impact marketing campaigns for increasing ARPU, reducing churn and increasing customer loyalty."

He also added "These use cases would help us in gaining significant traction in other emerging and developed markets as well."

Flytxt has already deployed their platforms in many leading and progressive mobile operators in Asia and Africa serving more than 400 million subscribers and has generated more than \$250 million as incremental revenue for operators till now. The company recently announced the launch of 'first of its kind' operator anchored mobile ad market place in Bangladesh.