



## Tango Telecom's Real-time Engagement Solution wins Best Policy-Based Data Analytics Award

*Industry award recognises the proven success of Tango Telecom's Real-time Engagement Solution*

Limerick, Ireland, 5th April 2016: Tango Telecom, a leading provider of Data Monetisation Solutions for evolving networks, today announced that its Real-time Engagement Solution was awarded the Best Policy-Based Data Analytics Implementation at the 2016 Policy Control Awards presented at this year's Informa Telecoms & Media 6th Annual Policy Control Event.

Tango Telecom's Real-time Engagement solution was shortlisted in the *Most Innovative Policy-Enabled Project or Application* and *Best Policy-Based Data Analytics Implementation* categories. The judges recognised the proven power of the Real-time Engagement solution to maximise subscriber lifetime value, to build lasting subscriber relationships, to nurture and grow subscriber communities, and to shape and empower brand ambassadors.

The Tango Telecom Real-time Engagement Solution powers real-time interaction with subscribers at every touch point by allowing operators to act on Big Data and not just analyse it. Using integrated context-aware information taken on a subscriber-by-subscriber basis, Tango Telecom's solution recommends relevant data plans and services in immediate response to real-time subscriber actions, profile information and preferences. The solution provides mobile operators with real-time promotion tool that ensures the highest possible uptake while maximising customer satisfaction. The ground-breaking Real-time Engagement Solution is a key component of the Tango Data Retail Engine (Tango DRE™) that is successfully driving service innovation and service velocity for Tier 1 operators worldwide.

### **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 the Telenor Group, América Móvil and the Axiata Group and currently support over 140 live systems serving 700 million subscribers in 43 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. Our 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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**Winner**

Best Policy-Based Data Analytics  
Implementation 2016

