

# MOBILE ENDORSEMENT

## Working in Partnership

ARX.NET SA is a mobile technology powerhouse that delivers innovative apps and services for some of the biggest brands in the mobile industry.

More than 60 experienced developers and UX experts have developed over 400 mobile & web applications and services boosting mobile operator value added services across all popular mobile platforms. We value the individual and not blunt processes, user experience over stacks of documentation, customer satisfaction over contracts and flexibility over executing plans.



### CHALLENGES

- Transform digital user experience and customer satisfaction
- Revolutionize the value-added services ecosystem
- Uncover competitive advantages across all popular mobile platforms, smart TV and the web
- Create new business models

### RESEARCH

- Loyalty schemes /customer behavioral analysis
- Big data/analysis/algorithms
- Artificial intelligence in image/audio/video processing
- Personalized advertizing
- Network service-level control/QoS

### INNOVATION

- Innovative algorithms for behavioral analysis
- Multimedia processing tools for real-time object detection/ identification/ recognition
- Proprietary network analysis tools for traffic classification/ differentiation
- Secure strategy IP licensing

### IMPACT

- Increased company revenue
- Target new business opportunities
- Employ young talent with knowledge on new technologies
- Motivate further increase in Research and Innovation



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