

Sybase 365, Safaricom sign service agreement

Sybase 365, a subsidiary of Sybase, Inc., a global leader in mobile messaging services, announced its agreement with Kenyan operator, Safaricom Limited, for international SMS inter-operator services.

Sybase 365 today provides two-way international SMS to more than 250 million African subscribers, an increase of almost 40% vs. last year, and is currently connected to 121 of the 130 active mobile operators in the region, with a total two-way network of 111 directly connected operators. The company has experienced a 35% year-on-year growth in messages terminated into African operators.

"The new partnership with Safaricom further underlines our ongoing commitment to Africa. The opportunity for growth is tremendous as people conduct their social and business lives with greater ease and efficiency via SMS," said Howard Stevens, senior vice president, International Operations, Sybase 365. "Our commitment to the region will gain additional momentum in 2009 as we begin to offer GRX and MMS connectivity to our rapidly expanding African customer base."

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