

MGAGE AWARDED PLATINUM PARTNER BY VODAFONE

Vodafone awarded mGage with the B2B Enabler Platinum Partner Award

London, UK: Vodafone UK awarded mGage their annual *B2B Enabler Platinum Partner Award* this week during an awards event at the Bulgari Hotel in Knightsbridge, London.

Vodafone launched the B2B Enabler Partner Award to recognise the accredited partners that are industry leaders within their field. The Business to Business Enablers team at Vodafone work closely with their business partner community to ensure their product portfolio delivers everything they need to develop innovative services for their customers and to grow the mobile content market.

mGage utilises Vodafone's B2B Enabler services to work directly with brands which results in a huge deal of investment back into Vodafone's business. However, to be considered for an award such as the Platinum partner status; compliance is a key contributor, along with alignment of strategy and demonstrating innovation. Vodafone looks at partners who demonstrate the following competitive advantages, after undertaking a thorough audit process:

- An excellent working relationship with their teams
- An in-depth industry knowledge and understanding of the products
- A secure platform
- The ability to process millions of mobile messages and payment transactions per year
- A strong commitment to innovation and excellence to drive market leading customer propositions

'mGage and Vodafone have had a long-standing partnership, and we are delighted to be awarded once again for our commitment to Vodafone B2B Enabler Services. This is testament to our products, compliance and the working relationships with the teams at Vodafone.' Nick Millward, VP Commercial & Product at mGage

As part of Vodafone's B2B value proposition, mGage powers a wide range of services, including mobile messaging, mobile payments, content services and much more.

