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fonix



www.fonix.com

Interview with: *Rob Weisz*

Position at Fonix: *CEO*

Tell us a bit more about Fonix, what does it do?

Fonix provides mobile payments and messaging services for clients across a number of key sectors including media, charity, telecoms, gaming and digital enterprise. Our technology enables consumers to make payments using their devices and charge the costs to their mobile phone bills. This could be for ticketing, content, entries to competitions or donations.

Our platform currently processes millions of transactions, recently seeing over 7 million in a single day. Interactions are continuing to increase month on month and the platform has the capability to handle significant growth.

What can you tell us about the sort of clients Fonix has?

We've got a great range of clients, across media and broadcast we work with the likes of ITV, Bauer, Global, Channel 5 and BT Sport among many others. We also work extensively in the charity sector supporting the country's biggest telethons, such as Children in Need, Comic Relief and Stand up to Cancer. Dedicated time is spent to assess which markets the company can best serve.



We're breaking into multi-billion pound markets in gaming, ticketing and entertainment - these markets are changing the landscape for Fonix.

Are there any new products or services that Fonix are working on at the moment you would like to tell us about? If someone needs that service or product why should they come to you?

Our strength is our focus; when others compete to serve the whole market, corners get cut and quality suffers – we compete to be the best. We deliver a set of products and features to serve key markets and focus on delivering them extremely well. This is demonstrated through the range of high profile clients we work with and how long we have worked with many of them.

As the carrier billing and messaging markets continue to mature and Fonix grows, our mantra is to create the right balance of technical innovation and resilience, delivering through a diligent process but being agile enough to provide flexibility for new and existing customers.

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What are your future plans? What can we expect to see from Fonix?

The UK carrier billing market is growing strongly and we still see huge opportunities in this market as paid for digital services and utilities continue to grow in everyone's daily lives. We also embrace the opportunity that products such as RCS will have to offer our clients.

There's also opportunity for growth overseas; we are imminently launching in a number of international markets as our clients ask us to support their growth. It's fair to say we haven't even begun to really exploit these markets yet, so the future is really exciting.

For us, it's not about regions or countries as mobile penetration is now global. For Fonix we look to power our clients in markets where there's a good environment of commercial returns, regulatory stability and a good spend profile of mobile users.



We still see huge opportunities in the carrier billing market.

Where can people find out more about Fonix?



www.fonix.com



www.linkedin.com/company/fonix-mobile



[@fonixmobile](https://twitter.com/fonixmobile)



[@fonixmobile](https://www.instagram.com/fonixmobile)

We would like to thank Rob Weisz for taking the time to talk to us. To find out more about our members, the work aimm does and how we can help your business please visit: www.aimm.co



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