

# On Telecom Brazil chooses Southpartner and Friendly Technologies management and monitoring of its 4G LTE services.

*The choice of Friendly-Southpartner solution enables On Telecom to improve subscribers' Quality of Experience and strengthen customer loyalty.*

SAO PAULO, SP, BRAZIL, September 24, 2015 /EINPresswire.com/ -- [Southpartner](#) (Brazil), the new business venture specialist for South America, and [Friendly Technologies](#) (Israel), developer and provider of unified device management solutions, just closed a multi-year agreement with On Telecom, Brazilian telecom operator and provider of mobile broadband internet, enabling it to manage its entire LTE broadband services and monitor Quality of Experience of multiple LTE device types.

“The solution offered by Southpartner and Friendly Technologies is agile, easy to implement, with reduced costs. This can be seen on a visit to our head office”, invites Fernando Secali, VP of Operations, On Telecom.”

The management solution, offered by Southpartner as Friendly Technologies' official partner in Brazil, will simplify and accelerate the provisioning, deployment, management, monitoring and troubleshooting of On Telecom's 4G LTE devices and mobile broadband services.

“Our partnership with Friendly Technologies has proven very successful and we are honored to have been chosen by such an innovative telco as On Telecom”, says Svante Hjorth, CEO of Southpartner.

The management solution has been implemented in a quick and streamlined deployment process that involved minimum downtime, and is expected to manage hundreds of thousands of devices by 2017. On Telecom will be leveraging the capabilities of solution's advanced QoE Module to monitor and



analyze network performance as well as individual subscriber device performance , focusing on improving customer experience and lowering its operating costs.

“The partnership with Southpartner, whose expertise led the closing of multi-year contract with On Telecom, has enabled Friendly Technologies to significantly expand its presence in the Latin America market. We are honored that our on-premises unified device management solution has been chosen to replace the On Telecom’s existing cloud-based ACS. We are excited to collaborate with Southpartner as we continue providing unified carrier-class solutions to more and more customers in the region”, observes Elan Migdal, Founder and CEO of Friendly Technologies.



Eduardo Braga, Business Development Manager at Southpartner, continues “This is a significant achievement for Southpartner and Friendly Technologies, considering that our solution replaced another, already existing platform. The smooth and painless ACS migration also reinforced the outstanding features of our management system”.

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*Svante Hjorth, CEO of Southpartner*

#### About Southpartner

Southpartner, established in 2001 in São Paulo, Brazil, with regional offices in Rio de Janeiro and Atlanta, specializes in setting up and managing new business ventures for foreign technology companies that want to enter the South American market. Over the last decade, Southpartner has supported, represented and partnered with numerous foreign companies in South America. With its origin in the [ICT sector](#) and with staff having in-depth operational experience and a wide contact network in the industry, Southpartner is well prepared to take on the increasing amount of foreign companies

wanting to get into the South American market. Its portfolio includes Start-up Turnkey solutions, Local Operations, Mergers & Acquisitions, Joint Ventures, Market Entry Strategies, Commercial Representation, Business Development, Sales, and Legal Support.

For more information, please visit [www.Southpartner.com](http://www.Southpartner.com)

#### About ON Telecom

ON Telecom, a new telecommunications company in Brazil and a pioneer provider of 4G broadband, utilizes the most up to date technology in the world, TD-LTE, offering the best access to high-speed Internet: wireless, portable, easy, fast and stable. ON’s primary commitment is to the quality of care provided to its customers, serving the unserved and the poorly served. ON’s network is expanding in

São Paulo State, covering initially 133 cities with a population of about 10 million people. Headquartered in Campinas (SP), ON has as shareholders Zaki Rakib, Farès Nassar and Quantum Strategic Partners Ltd. (Soros Fund Management), and IFC/World Bank.

#### About Friendly Technologies

Friendly Technologies connects and manages IoT/M2M and Triple Play services, making them accessible and manageable anytime, anywhere. With its easy-to-use Smart Home management solution, Friendly allows service providers and their customers to control and monitor all aspects of the digital home— from appliances and security sensors, to power management and broadband services.

Available either as a software-as-a-service (SaaS) or as on-premises software, Friendly's solutions manage and communicate with millions of IoT and M2M devices and support a full range of protocols including TR-069, OMA-DM, LWM2M and MQTT. Friendly Technologies accelerates the deployment of quintuple play services to mass markets, enabling operators to increase ROI while reducing operating expenses.

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