



UPDATE

Partnering with Today's Entrepreneurs to Create Successful Technology Companies of Tomorrow

Major Partnership Launched

Very recently, Acxiom Corporation (ACXM) completed integration of the Genalytics Affluence Indicators and added them to their distribution database InfoBase-X. The Affluence Indicators include 120 million household scores for Income, Discretionary Income, Invested Assets, Charitable Giving and more. Infobase-X is the core compiled file of demographic and behavioral data elements that is offered as a product to resellers and direct to marketers. This month, Acxiom's 2500 hosted database clients will also have use of the Affluence Indicators for enhancement of their customer files, segmentation and to target marketing campaigns. Acxiom has already licensed data to key Acxiom organizations; eBay, StubHub, PayPal, Hilton Resorts, Gold's Gym, Carhill and others. www.genalytics.com



Adjusted Business Model

VXI, a leading manufacturer of headset solutions, has successfully instituted a new go-to-market business model focused on building stronger partnerships with its primary resellers in the contact center marketplace. This new strategy encourages end-users to work more closely with VXI resellers who can best support their individual needs. The change has prompted an enthusiastic response from resellers and has resulted in increased sales revenues for the Company. www.vxicorp.com



Signs with MTN Group

OnePIN, the world's leading provider of mobile social address book solutions signed a contract to deploy CallerXchange, a person-to-person contact exchange service, with an MTN Group operator. MTN has 81 million subscribers across its 21 mobile operators in Africa and the Middle East. This will be the first CallerXchange deployment within the MTN Group as OnePIN pursues opportunities with other MTN affiliates. www.onepin.com



Mobility Summit A Success

Pyxis has just concluded its fourth annual Financial Mobility Summit, the only industry event focused solely on wireless applications within the Financial Services industry. Held over 3 days in Orlando, Florida, this year was a success with attendees from across the industry. Sponsors included BlackBerry, AT&T and Thomson Reuters and speakers from Gartner, The Yankee Group and many leading financial institutions. For more information about Pyxis Mobile, visit www.pyxis.com.

