

# New alliance opens up Africa to mobile bidirectional communication

A new alliance between Cellfind and mapIT will enable Cellfind to extend its range of services to new customers in sub-Saharan Africa.



Quentin Joubert

These include mobile phone tracking, traffic updates, corporate solutions, asset tracking, SMS emergency alerts and panic assistance, using mapIT's GIS (Geographic Information System) platform.

"We will be using the infrastructure in order to get to the end user," explains Quentin Joubert, product manager of Cellfind. The partnership will also enable the company to improve its location-based application with feature rich capabilities to increase the value to the customer and proposition to the mobile network operator (MNO). "We are also delighted to announce that mapIT will be the preferred GIS supplier for the Cellfind LBS (Location Based Services) hosting solution for Africa.

## Remotely access data centres

"MNOs will be able to remotely access our data centres and provide LBS rich services to their clients. This is a significant technological development for Africa, as many operators do not have their own CAPEX/OPEX LBS infrastructure or budget to invest to be able to tap into the Africa LBS market promise. Much of the market is also prepaid."

mapIT will be using its deCarta technology platform, which is widely recognised as the leading independent enabler of location based services for mobile network operators, mobile device OEMs and local media companies.

"This is an exciting development," says Etienne Louw, MD of mapIT. "Not only will the partnership allow Cellfind to take its tried and tested applications elsewhere but it will also be able to offer new services, as our platform can provide richer

functionality, so even local users will notice an improved and more detailed service."

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