

## **EarthBend Adds Wavespot Location Marketing Platform to Distribution Portfolio**

### ***Combines Wi-Fi With Social Media Marketing to Help Businesses Actively Engage With Customers***

**SIoux FALLS, S.D., Nov. 4, 2015** — [EarthBend](#), a premier value-added distributor of business telecommunications and IT solutions, today announced that it has expanded its distribution portfolio to include the [Wavespot](#) Social Wi-Fi Router. The Wavespot advanced location marketing platform harnesses the ubiquity of free Wi-Fi services to capture consumer footprints while delivering on-premises marketing and analytics tools to businesses in a diverse range of markets, including retail, hospitality, public venues and educational institutions.

“The introduction of the Wavespot product to our distribution portfolio provides EarthBend channel partners with an exceptional opportunity to capitalize on the continued proliferation of social media platforms and their impact on modern marketing strategies,” said Ryan Donovan, general manager and vice president of sales and service at EarthBend. “Businesses leveraging the Wavespot solution can provide free Wi-Fi service to their customers, while at the same time expanding their social media presence and more effectively targeting their marketing efforts.”

Key benefits of Wavespot’s integrated product suite include:

- Enablement of targeted mobile rewards to customers using Wi-Fi services, allowing business to market more efficiently, at the right time and place.
- Personalized email marketing and social media tools that help businesses build ongoing customer engagement and loyalty.
- Real-time location analytics that reveal insights on customer profiles, walkthroughs and traffic patterns—observations that can drive improved marketing ROI and enhanced business performance.

“Wavespot delivers a truly innovative solution that integrates Wi-Fi access and social networking to drive targeted marketing engagement,” said Siddharth Singh, CEO of Wavespot. “We are excited to introduce EarthBend’s channel partners to Wavespot and look forward to providing a new way for their customers to market and promote their businesses across social media platforms.”

#### **About EarthBend:**

EarthBend has been distributing telephony peripherals and IT solutions to a vast group of telecommunication resellers since 1993. In addition to its North American distribution footprint, EarthBend has been serving clients directly in the Midwest for 32 years. Today, EarthBend serves as an extension of its 3,000 plus customers, providing highly qualified engineers with key certifications from some of the largest voice, data and technology manufacturers in the industry. EarthBend’s offerings are highly scalable, secure, easily managed and optimized to meet evolving customer needs, and with an extreme focus on delivering cost-effective solutions and best-in class customer satisfaction. For more information, please visit [www.earthbend.com](http://www.earthbend.com).

#### **About Wavespot:**

Wavespot combines the ubiquity of Wi-Fi with the viral nature of social media to help merchants monetize their networks while actively engaging with customers. Wavespot’s location marketing routers automatically acquire new business via real-time socially shareable promotions and nourish already loyal customers through intelligent email marketing automation. The powerful analytics of the CRM help business owners correlate marketing successes with increases in foot traffic, as the routers automatically tabulate complete month-over-month traffic growth, like Bluetooth, but without an app. Wavespot’s

location marketing router along with its cloud-based social CRM service are designed to work with franchisers of fast food restaurants, hotels, multi-location enterprises as well as independent merchants. For more information, please visit [www.wavespot.net](http://www.wavespot.net).

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