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UXP SYSTEMS SELECTED BY CABLE & WIRELESS COMMUNICATIONS TO IMPLEMENT IDENTITY DRIVEN SERVICE ENABLEMENT SOLUTION AS ENTERPRISE WIDE DIGITAL EXPERIENCE LAYER

Flow ID Project to leverage MINT Digital Experience Engine to enable next generation identity across voice, video and cloud services in the Caribbean

TORONTO, ON, CANADA – December 3, 2015 – [UXP Systems](#), the leader in identity driven digital services enablement, announced today that [Cable & Wireless Communications](#) Plc (CWC), a full service communications and entertainment provider in the Caribbean and Latin America, has selected their MINT Digital Experience Engine to power next generation digital identity and enable a new world of digital service delivery for Flow, the Company's retail brand across the Caribbean region.

"In today's changing world, managing the full digital user lifecycle is part of our Company's strategy to expand our portfolio of services and be the leader in revolutionising customer experiences across the Caribbean," said Carlo Alloni, EVP Technology and Group CTIO, Cable & Wireless Communications. "By partnering with UXP Systems, we are further empowering our Flow customers by delivering, managing and simplifying a unified and personalized digital experience across all their services. We are very excited to be implementing a seamless single set of digital user processes that will power our transformation across voice, video and cloud services," he added.

"The digital user drives the internet, and the user managed capabilities they demand are becoming more and more robust every day. We are excited to be powering next generation digital identity for our innovative partners at Cable and Wireless" said Gemini Waghmare, CEO of UXP Systems. UXP Systems' Digital Experience Engine addresses the needs of digital users specific to cable and telecom operators by:

- Enabling new and comprehensive user journeys via User Lifecycle Management™ (ULM), enriching multiple legacy systems to digitally serve every individual user, seamlessly
- Federating disparate usernames and credentials into one single digital ID; allowing one ID to access CWC self-care, apps, and third party services
- Supporting flexible role management for household members and the delegation of access to services by entitled members to other digital users

- Mapping users to mobile devices for device-based login; supporting standards including the GSMA's Mobile Connect™
- Providing seamless and immersive integration to third party over-the-top, connected life and cloud services via an identity driven Service Gateway
- Capturing interaction data from any service or screen at the digital user level to personalize, enrich and monetize the experience

By implementing Flow ID with User Lifecycle Management processes, CWC will be able to dramatically increase the penetration of their digital identity and further expand the portfolio of digital services available through it. Any prospect or customer in a CWC territory will be able to benefit from a single digital identity, with flexible onboarding, delegation, access and personalization options.

“Operators are beginning to realize the importance of embracing a digital ID strategy across all of their service offerings as they transform to deliver a more digital service experience for their users,” said Mark Mortensen, Research Director and Practice Leader at Analysys Mason. “Projects like this that focus on the user lifecycle enable an Operator to strengthen its position in the digital value chain, creating a more intimate and loyal relationship with every digital user.”

About UXP Systems

UXP Systems' Digital Experience Engine powers the digital user lifecycle as operators transform to a seamless, digital world of entertainment, communications, and connected life services. Their User Lifecycle Management™, Service Gateway and UXDR® Insight modules are transforming service experiences for operators like Cable & Wireless, Rogers Communications, TELUS and CenturyLink in order to simplify user journeys while unifying and personalizing access to digital services for every household user. UXP Systems' Digital Experience Engine innovates above existing legacy systems to transform the user experience, enabling frictionless user registration and device on-boarding, new user acquisition models, delegated user access and individual user profiles across all screens and services. For more information, please visit <http://www.uxpsystems.com/>.

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About C&W Communications

Cable & Wireless Communications Plc (CWC) is a full service communications and entertainment provider, operating in the Caribbean and Latin America. With annual sales of over \$2.4bn, it operates both mobile and fixed networks, supported by submarine and terrestrial optical fibre backhaul capacity. Through the acquisition of Columbus International Inc. on 31 March 2015, CWC now delivers superior high-speed mobile data, broadband and video services. It has leading market positions in Mobile, Fixed Line, Broadband and Video consumer offers.

Through its business division, CWC provides data centre hosting, domestic and international managed network services, and customised IT service solutions, utilising cloud technology to serve business and government customers.

The company also operates a state-of-the-art subsea fibre optic cable network that spans more than 42,000 km – the most extensive in the region – as well as 38,000 km of terrestrial fibre providing wholesale and carrier backhaul capacity.

CWC has more than 7,200 employees serving over 6.3 million customers (Mobile 4.1m; Fixed Line 1.1m; Video 465k and Broadband 680k) as well as over 125k corporate clients across 42 countries. The Company's leading brands include; LIME and Flow in the Caribbean; BTC in The Bahamas; Mas Movil in Panama; C&W Business and C&W Networks. CWC is the market leader in most products offered and territories served. It is a major contributor to local communities through its corporate social responsibility programmes.

Cable & Wireless Communications' shares are quoted on the London Stock Exchange under the ticker CWC. The company is headquartered in London with its operational hub located in Miami, within close proximity to the Caribbean and Latin America.

For more information visit: www.cwc.com.

Disclosure

UXP Systems Inc. and Cable & Wireless Communications Plc are considered related parties by virtue of common shareholders who are also directors that serve on each Company's Board. The agreement has been conducted under normal commercial terms.

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