**Glassbox Digital and Saberpoint announce a Strategic Partnership to deliver
the only unified Web and Mobile platform providing Disruptive Digital Insights and Tag-less Session Replay to the Americas Market**

**New York, 15th May 2017 –** [Glassbox](http://www.glassboxdigital.com) **today announces a strategic partnership with New York based Saberpoint to accelerate the adoption of next-generation unified Web and Mobile Analytics and Customer Experience Optimization solutions to the Fortune 500.**

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Glassbox, with its unique tag-less record and replay technology to automatically capture and index 100% of the digital sessions for both web and mobile applications, is the only solution in the market today that enables organizations to automatically visualize and analyze visitors and customers’ digital journeys in real-time. Already selected and live in leading Telecommunication companies, Global Tier1 Financial Institutions and Travel companies, Glassbox is now accelerating its market penetration by adding this strategic business partnership with Saberpoint.

The average person swipes, taps and pinches their display over 2,600 times a day and in the US, 36% of online purchases occur on a mobile phone. Glassbox provides a single platform to visualize, what every customer individually and collectively experiences on both web and mobile, correlate these journeys to what the infrastructure experiences, and enable integration with other digital tools, effectively driving real Digital Transformation and providing a true 360-degree view of each customer.

Glassbox’s General Manager for the Americas, Steve DiEugenio, says “Businesses must be able to understand in real time visitor struggles, drop-off root causes and customer behaviors – both on their website and mobile applications, to increase conversion rate and revenue flow. Glassbox is uniquely positioned to deliver these automatic and actionable insights. We are growing rapidly and strengthening our strategic partnerships, and Saberpoint brings depth and a net new energy and revenue stream to the business. I’m excited to be working together with them.”

With 20 years of experience in the Telco, Financial Services, Insurance, Retail and Hospitality industries, Saberpoint has the relationships to bring the Glassbox disruptive technology to innovators, improve digital customer journeys, especially on mobile, and drive revenue and business agility into organizations.

“At Saberpoint, we continually strive to add value to our existing and new customer ecosystem. Towards that goal, we are thrilled to align with the Glassbox team to leverage their market leading platform and address our customers’ growing challenges in the digitization space. With Glassbox’s unique platform, Saberpoint is helping customers address a key need in their digital strategy while also identifying new business opportunities for our customers in a growing digital world.” adds Ken Engel, founder and Executive Vice President at Saberpoint.

For a demonstration of Glassox’s Digital Transformation Technology for Mobile, please click [here](https://www.glassboxdigital.com/demo/) or contact info@glassboxdigital.com

**About Glassbox**

Glassbox empowers organizations to manage and optimize the entire digital lifecycle of their web and mobile Customers. Leveraging unparalleled big data, behavioural analytics, session replay, free-text search and application monitoring capabilities, Glassbox enables enterprises to see not only what online and mobile Customers are doing but also why they are doing it.  Most importantly, Glassbox informs and facilitates action based on those insights that can lead to enhanced Customer experience, faster Customer disputes resolution, improved regulatory compliance and agile IT troubleshooting. Glassbox’s solutions are used by medium to very large enterprises mostly in the telecommunications and financial services and insurance industries and could cater to the needs of a wide range of verticals including healthcare, travel, hospitality and business services.

**Learn more at** [**www.glassboxdigital.com**](http://www.glassboxdigital.com/)

**About Saberpoint**

Saberpoint is a comprehensive IT consulting firm offering Enterprise solutions and services to mid and large size businesses in the US and India. Established in 1999, Saberpoint operates as a trusted advisor to its customers by partnering in their technology journey from the implementation of traditional solutions such as Enterprise Resource Planning, Analytics and Mobility to disruptive solutions like Internet of Things, Cyber Security and Digital Transformation. Saberpoint’s technology initiatives are aimed at providing strategy, assessment, enablement, and support to its customers for technologically advanced, comprehensive, innovative, secure, scalable and customizable solutions.  Saberpoint is a premier partner of SAP, Rackspace, AWS and AT&T.

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