

# BOIS CAPITAL

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**Technology Investment Bank**

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## Bois Capital Represents Israeli Mobile Analytics Firm CrowdX in Acquisition by Cellwize, a Leading SON Solution Provider



New York, May 17, 2016 - Bois Capital, a leading independent investment bank focused exclusively on the technology and telecoms sectors, announced that its client, CrowdX Ltd., a crowdsourced mobile network analytics solution provider with its headquarters in Tel Aviv Israel, has been acquired by Cellwize, a leader in Self-Organizing Network (SON) solutions.

Cellwize's SON offering, when enhanced with CrowdX's crowdsourcing technology, will enable a new generation of capabilities for operators to drive measurable improvements in both customer experience and network performance.

Gil Friedlander, CrowdX CEO commented, "by combining these two best of breed technologies we are evolving the SON space from a network-centric to a customer-centric approach; delivering the next generation of optimized mobile Quality of Experience and CEM."

Utilizing the latest in crowdsourcing and machine learning techniques, Cellwize's new CrowdView solution, powered by its CrowdX acquisition, continuously collects anonymously, metrics from mobile networks via a device-based app and leverages its cloud-based analytics infrastructure to enable actions through the Cellwize platform. This data provides real-time capabilities to Cellwize SON to resolve network demand and improve the customer journey across multiple vendors and all radio technologies.

Gil Friedlander added: "Bois Capital provided excellent advice and guidance throughout the process, assisting in positioning the business, leading outreach, selecting the best bidder and structure, and finalizing the deal. Their expertise and hands on daily personal support was essential in the successful closure of the deal."

Peter Benedict, Managing Partner at Bois Capital who led the transaction, commented: "this successful transaction exemplifies Bois Capital's deep expertise in the telco software and analytics space as well as highlights Bois Capital's ability to source the best strategic acquirer from across the many subsectors of telecoms including SON, OSS, BSS, test and measurement, Wifi and Mobile networking, and telco professional services. We congratulate Gil and the team on building a powerful business and realizing a successful exit."

For an article on the CrowdX story please see: <http://www.geektime.com/2016/05/17/cellwize-acquires-israeli-crowdx/>

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### About CrowdX

CrowdX delivers next-generation mobile analytics and network optimization tools. The company developed CrowdView, a set of real time geo visualization tools allowing mobile carriers, regulators, IoT, Automotive and M2M firms to tap into mobile users' experience.

Founded in 2009 by Gil Friedlander, Amit Lubovsky and Ori Goshen, the company is headquartered in Tel Aviv, Israel with an office in California, US.

## About Cellwize

Cellwize develops and delivers innovative SON solutions across vendors and wireless technologies. elastic-SON® transforms rigid, physical networks into adaptive and responsive “organisms” that continuously match capacity, coverage and quality with evolving usage patterns. elastic-SON complimented with SON-as-a-Service realizes its promise with multiple MNOs across Europe, APAC and LATAM. Elastic self-organized networks become responsive and efficient calling for a shift from network productivity gains to user value maximization. We call it Value-Driven SON®.

Founded by industry experts, Cellwize launched its commercial SON platform in 2012.

For more information, visit <http://cellwize.com/> or contact [info@cellwize.com](mailto:info@cellwize.com), read the latest posts at <http://www.cellwize.com/news> and follow the company on Twitter: @cellwize

## About Bois Capital

Bois Capital is a technology-focused independent investment bank that provides financial advice on significant M&A transactions. The Bois Capital team has extensive international corporate finance experience and international, senior level connections in the technology sector, including SaaS, cloud, IT services, digital media, wireless, networking, and big data/analytics.

Please visit [www.boiscapital.com](http://www.boiscapital.com) for information on our services and other transactions.

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