

## **gsmExchange wins international deal from Vodafone**

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**Here at [gsmExchange.com](http://gsmExchange.com) we are constantly pushing ourselves to become the market leaders in whatever we take on. We are pleased to share with our members some wonderful news.**

**vodafone**

gsmExchange.com has been commissioned by Vodafone to develop a business-to-business platform that enhances the purchase and distribution of mobile handsets worldwide.

Vodafone, expressed a need for an intra-company-platform that would help them gain a competitive edge. This platform will ensure that Vodafone operating companies coming across unexpected high demands for particular handsets will have an internal exchange or channel to turn to when sourcing stock to meet these demands. In turn, Vodafone operating companies that find themselves over stocked use this site to promote their stock to other Vodafone operating companies world wide.

The internet based Platform is called the "Vodafone Spot Market Trading Platform". It works very much like a Commodity Stock Exchange, where offers and requests are matched up, and buyer and seller can agree on the terms, and conclude their transactions, quickly and efficiently online and within hours.

Today, the trading platform is servicing selected Vodafone operating companies and plans to rollout the service in 2008 across the Vodafone family.

"We have hit a key milestone in our development" commented Essam Bishara, MD OF [gsmExchange.com](http://gsmExchange.com). "We have had the challenging task of creating a platform that was both easy to use and intuitive, that would also integrate with the existing [gsmExchange.com](http://gsmExchange.com) platform to provide a market data feed. Furthermore, a distributor can quite easily integrate their systems with the platform, ensuring that all their offers and price lists are automatically updated for Vodafone operating companies' benefit."