

bemoko power new SaaS mobile web and apps for Cable&Wireless Worldwide

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London, UK – 15th March 2012 – bemoko (<http://www.bemoko.com>) the leading Multi-Channel Optimisation specialist, has been selected by Cable&Wireless Worldwide (C&WW (<http://www.cw.com/>)) to deliver mobile web and multichannel technology and expertise to form part of C&WW's innovative and integrated communications solutions.

The solutions provided by bemoko will form a part of the Cable&Wireless Connected Customer solution set, allowing C&WW's clients to easily and quickly enhance their customer experience across multiple digital channels delivering greater customer satisfaction, loyalty and advocacy whilst generating sales growth.

The solution allows retailers to integrate and align across all customer contact points, providing a single point of management for all digital channels. Examples of increasing customer engagement for the connected customer include searching for the best price whilst viewing the product in-store, snapping a picture of an item and arranging for it to be delivered or buying online on a mobile phone and collecting it straight away.

Malcolm Seagrave C&WW Solutions Director said "Our long-term relationships with the some of the UK's leading technology businesses ensure our clients can realise the benefits of new technology in a fast, secure, reliable and simple way and equip us with the first-hand knowledge and insights needed to create the solutions to our customers' challenges. bemoko's leading edge mobile web technology is a key component in C&WW's innovative and integrated communications solutions"

Phillip Clement Sales Director at bemoko commented "This is a fantastic example of bringing two technologies and areas of expertise together and delivering an integrated product - powered by bemoko, Cable&Wireless Worldwide can now supply its customers a broad range of mobile and multi -channel services built for the way consumers shop and interact with brands and enterprises today"

Ends

About Cable&Wireless Worldwide

Cable&Wireless Worldwide (LSE: CW) provides integrated communications and data hosting services to large enterprises and mid-market customers in both the public and private sectors. With an unrivalled heritage and a globally significant network Cable&Wireless Worldwide can provide secure, robust and resilient connectivity to over 150 countries.

To find out more, visit www.cw.com

About bemoko

bemoko is the leading Multi Channel Optimisation specialist, delivering Your Brand-Anywhere™ bemoko's Multi Channel Optimisation solution takes any website or content, optimises, customises and delivers fast

and perfect user experiences on any device – every time. Visit <http://www.bemoko.com>

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