

# New Company Launch / New Product Launch

Investment: \$5,000/month | Timeframe: 15months | Location: Montreal, Quebec

## Anomalous Networks

Mobility / Telecom Expense Management / Bill Shock • Start-Up • Patent / IP • Enterprise / SMB / Consumer

**CHALLENGE:** Mobile smartphone users frequently fall victim to outrageous bills due to plan overages or roaming. This is called Bill Shock. Anomalous Networks' Telicost provides real-time alerts on voice, data, SMS and roaming to ensure mobile users know exactly where they are in their mobile plan usage, and can adjust their smartphone usage accordingly to avoid Bill Shock.

At the very beginning stages of development, the founder of Anomalous Networks engaged with Eye-To-Eye Communications to position its flagship product, Telicost, for launch into the SMB and enterprise markets. We launched the company at Mobile World Congress and continued to keep both consumer and business media up-to-speed on the advancement of both its portal business solution and free mobile app. We helped educate the market on the growing universal issue of Bill Shock and FCC regulations for Carriers to provide alerting systems to its mobile users on plan usage, and presented Telicost as the solution to these global issues.

The company was looking to form partnerships with teleco carriers to act as a channel to market for its Real-Time Telecom Expense Management (R-TEM) solution, as well as global TEM companies, mobile distributors and OEM partners. Through our media efforts, we helped Anomalous Networks build momentum and promoted their success in forging such partnerships. In 2012, Anomalous Networks was acquired by Tangoe, Inc., the largest global leader in Telecom Expense Management (TEM) and Mobile Device Management (MDM). In just three years, Anomalous Networks transitioned from idea to start-up to multi-million dollar sale.

### RESULTS:

- ▶ Published Articles in Financial Post, Profit Magazine, Wall Street Journal, Travel & Leisure, Channel Partners, Next Montreal, iPhone News, Yahoo! Finance News, The Globe & Mail, CNET
- ▶ More Than 600 Total Online Press Placements
- ▶ More Than 500 Total Mentions on Twitter
- ▶ CEO Interviews Featured Online and on Montreal Global TV
- ▶ Partnership Coverage Including McAfee Security Alliance, Wavelink, FUEL Mobile, Avotus, Ovation Wireless Management
- ▶ Anomalous Networks Multi-Million Dollar Corporate Sale in 3 Years

"I've worked with Eye-To-Eye over the past decade launching three different technology companies. With each company, Eye-To-Eye has strategically positioned our products and services to compete with well-funded and well-established businesses and receive the same level of media attention on a shoe-string budget. Eye-To-Eye brilliantly helped us launch Anomalous Networks as a small business solution and powerful tool to combat mobile Bill Shock. In just over two years, we had a very successful exit when we were acquired by a leading mobility software company."

- Dan Rudich

Former Co-Founder & CEO of Anomalous Networks, Vice President of Business Development for Tangoe, Inc.

