

FirstNews Briefs: Medallia, Verizon, AirMedia, Panduit, ParStream, Yellowfin

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Medallia, a provider of SaaS Customer Experience Management (CEM) solutions, announced today it has signed an agreement with **Verizon Communications** to unify customer feedback across Verizon's wireline, wireless and enterprise business units. Medallia enables companies to capture customer feedback everywhere the customer is, across Web, social, mobile, and contact center channels, understand the feedback in real-time.

AirMedia Group Inc., an operator of out-of-home advertising platforms in China targeting mid-to-high-end consumers, today announced that **Guangzhou Meizheng Advertising Co., Ltd.**, one of its consolidated entities, has recently won bidding and entered into an agreement with **Guangzhou Railway Corporation** to explore the opportunity of Wi-Fi services on high-speed rail.

Panduit Corp., a global provider of Unified Physical Infrastructure-based solutions, announced the acquisition of **SynapSense Corporation**. SynapSense, a Panduit company, is located in Folsom, CA and specializes in thermal risk management and cooling energy savings for large enterprise, colocation, and cloud computing service providers. The SynapSense data center solution consists of a secure wireless mesh networking technology, airflow optimization services, and manual or automated cooling control.

ParStream, provider of the Real-Time Database for Data Analytics, announced a strategic partnership with global Business Intelligence vendor, **Yellowfin**. The partnership means ParStream and Yellowfin will be offered as an end-to-end solution for big data analytics.

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