

EdgeTI Recognized in the Gartner Hype Cycle for Customer Experience and Monetization in the Communications Industry, 2024

Report Explains How and When Digital Twin of a Customer Will Monetize Communications Industry's Goals and Benefits

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Arlington, Virginia--(Newsfile Corp. - October 17, 2024) - Edge Total Intelligence Inc. (TSXV: CTRL) (OTC: UNFYF) (FSE: Q5I) ("edgeTI", "Company"), a leading software provider, announces that the Company has been recognized for the first time in the first Gartner® Hype Cycle™ for Customer Experience and Monetization in the Communications Industry, 2024.



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Report Explains How and When Digital Twin of a Customer Will Monetize Communications Industry's Goals and Benefits

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According to Gartner, "Improvements in customer experience (CX) and monetization are the top strategic priorities of communications service providers (CSPs). CSP CIOs and technology leaders have a critical role to develop a strong roadmap that incorporates capabilities that will enable CSPs to deliver better CX and be more responsive to market demands to drive monetization for profitable growth."

The Gartner Hype Cycle for Customer Experience and Monetization in the Communications Industry, 2024 identified edgeTI as a Sample Vendor in the Digital Twin of a Customer (DToc) category.

Gartner defines, "A digital twin of a customer (DToc) as a dynamic virtual mirror representation of a customer that organizations can use to simulate, as well as to emulate and anticipate, behavior and/or fit. Customers can be individuals, enterprise customer, personas, groups of people or machines."

As stated by Gartner, DToc helps organizations drive revenue by:

- Gaining critical insights into customers.
- Increasing revenue by enabling new ways to serve or capture customers, as well as by facilitating new data-driven business models.
- Predicting and simulating behaviors with a view to making products, services, promotions and business campaigns more successful and reducing unnecessary costs of failure.
- Improving customer engagement, customer retention, customer lifetime value and company growth.
- Reducing churn, fraud, product failure and engagement abandonment

"We are thrilled to be recognized in the Gartner Hype Cycle for Customer Experience and Monetization in the Communications Industry, 2024," said Jim Barrett, CEO of edgeTI. "Our CSP customers around the world are under immense competition and pressure to create new services and manage churn. Our edgeCore™ Digital Twin platform unites operations support systems (OSS), financial, and marketing data without having to rehome everything to understand CX and product efforts. This is unique and saves CSPs time and expense to achieve value."

edgeTI offers demonstrations of our Digital Twin of a Customer benefits and free evaluations of Digital Twins via the Company's website (<https://api.newsfilecorp.com/redirect/bVyBmFOWp7>) to prospective service provider enterprises and innovation teams.

Gartner Attribution and Objectivity Disclaimer

Gartner, *Hype Cycle for Customer Experience and Monetization in the Communications Industry, 2024*, Susan Welsh de Grimaldo, Pulkit Pandey, 25 July 2024.

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About edgeTI

edgeTI helps customers sustain situational awareness and accelerate action with its real-time digital operations software, edgeCore™ that unites multiple software applications and data sources into one immersive experience called a Digital Twin. Global enterprises, service providers, and governments are more profitable when insight and action are united to deliver fluid journeys via the platform's low-code development capability and composable operations. With edgeCore, customers can improve their margins and agility by rapidly transforming siloed systems and data across continuously evolving situations in business, technology, and cross-domain operations — helping them achieve the impossible.

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Forward-Looking Information and Statements

Certain statements in this news release are forward-looking statements or information for the purposes of applicable Canadian and US securities law. Forward-looking statements consist of statements that are not purely historical, including any statements regarding beliefs, plans, expectations, or intentions regarding the future. Such information can generally be identified by the use of forwarding-looking wording such as "may", "expect", "estimate", "anticipate", "intend", "believe" and "continue" or the negative thereof or similar variations.

The reader is cautioned that assumptions used in the preparation of any forward-looking information may prove to be incorrect. Events or circumstances may cause actual results to differ materially from those predicted, as a result of numerous known and unknown risks, uncertainties, and other factors, many of which are beyond the control of the Company, including but not limited to business, economic and capital market conditions. Such statements and information are based on numerous assumptions regarding present and future business strategies and the environment in which the Company will operate in the future, including the demand for its products, anticipated costs, and the ability to achieve goals. Factors that could cause the actual results to differ materially from those in forward-looking statements include the competition and general economic, and market or business conditions. Forward-looking statements contained in this news release are expressly qualified by this cautionary statement. The reader is cautioned not to place undue reliance on any forward-looking information.

The forward-looking statements contained in this news release are made as of the date of this news release. Except as required by law, the Company disclaims any intention and assumes no obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

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