

Redknee Provides Additional Information on its Strategic Plan

TORONTO, March 28, 2017 /CNW/ - Redknee Solutions Inc. ("Redknee" or the "Company") (TSX: RKN) today provided additional information on its previously announced Strategic Plan, which is aimed at creating a strong platform for long-term growth, simplified operations, and sustained profitability. The Company will also host a conference call to discuss the plan on March 29th, 2017 at 8:30 AM EDT. All interested parties are invited to join.

Danielle Royston, Redknee's Interim CEO, will be implementing a critical strategy from the ESW Capital playbook, the Customer Success program. In the ESW Capital model, long-term business health is predicated on most, if not all, of the installed base, as measured by revenue, indicating that their relationship with and investment in Redknee generates a positive return. Achieving this success level is critical to the model as it enables both installed base growth and creates a foundation to ultimately enable profitable new customer acquisition.

Ms. Royston's strategic customer success plan focuses on:

- Investing in staffing a series of cross-functional strategic account teams to drive customer success with key accounts. Redknee expects that these teams will constitute 200 people in aggregate, most of whom are not currently with the company.
- Redknee will invest approximately \$100M in its R&D over a three year period from 2017 to 2019 to close product gaps associated with customer success issues.
- Customer success will be the immediate business priority with a long term goal of 100% success.

Conference Call Details:

DATE: Wednesday, March 29, 2017

TIME: 8:30 a.m. (EDT)

DIAL IN NUMBER: (647) 427-7450
(888) 231-8191

CONFERENCE ID: 97971076

TAPED REPLAY: (416) 849-0833 or (855) 859-2056
Available until 12:00 midnight (EST) Wednesday, April 5, 2017
Reference number: 97971076

LIVE WEBCAST: www.redknee.com or <http://bit.ly/2nrTnlh>
Webcast will be archived for 90 days

About Redknee

Redknee monetizes today's digital world. We provide a complete portfolio of mission-critical monetization and subscriber management solutions, including real-time billing, charging, policy and customer care modules, which allow Communications Service Providers to charge for things in new and innovative ways and create a unique user experience. Available on premise, cloud-based, or as a Software-as-a-Service, Redknee's low-risk, flexible solutions power more than 250 businesses across the globe. Established in 1999, Redknee Solutions Inc. (TSX: RKN) is the parent of the wholly-owned operating subsidiary Redknee Inc. and its various subsidiaries.

References to Redknee refer to the combined operations of those entities. For more information about Redknee and its solutions, please go to www.redknee.com.

SOURCE Redknee Solutions Inc.

To view the original version on PR Newswire, visit: <http://www.newswire.ca/en/releases/archive/March2017/28/c2119.html>

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