



**Prophecy**

# Prophecy International Holdings Ltd

**(ASX:PRO)**

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## Company Announcement – 17 October 2019

### eMite announced as Amazon Connect Technology Partner

*Amazon certified analytics solutions for Amazon Connect contact centre software now available*

**Adelaide—17 October 2019** — Prophecy announces that subsidiary eMite has been certified as an Amazon Connect Technology Partner.

Amazon Connect is a cloud-based contact centre solution. Amazon Connect makes it easy to set up and manage a customer contact centre and provide reliable customer engagement at any scale.

eMite's customers increasingly rely on multiple systems and technologies to try to deliver great customer experiences. Multi-channel contact centre software leveraging voice, chat, email and social, CRM, Service Desk, Speech Analytics and Customer Surveys are used to deliver a great experience to customers.

Creating and managing Key Performance Indicators from across multiple systems is difficult, time consuming, often a manual process and constantly requires change and adjustment. This is why eMite has developed the CX Intelligence Platform. Alternative tools often attract high costs of licensing, require expensive technical resources to implement and lack the embedded knowledge of contact centre operations. In addition to taking months to implement, this approach yields an incomplete understanding of the issues.

eMite's SaaS based CX Intelligence platform hosted on Amazon Web Services has now been listed on the global Amazon Connect Technology Partner site (<https://aws.amazon.com/connect/partners/>).

Marketsandmarkets.com estimates that the contact centre analytics market is expected to grow to USD\$1,483.6 Million by 2022, at a Compound Annual Growth Rate (CAGR) of 15.9%.

Initial customers in Australia include carsales.com and Wilson Parking and the first US based customer order has been received for Blink for Home ([www.blinkforhome.com](http://www.blinkforhome.com)), an Amazon company.

eMite has built a sales pipeline worth in excess of AUD\$4.0M in Annual Contract Value since launching the offering in June 2019.

"This expansion of eMite capability for real time and historical reports and analytics into the Amazon Connect market builds on our experience in contact centres. With over 170 customers in 16 countries, our CX platform enables customers to implement rich out of the box capability in a matter of hours," said Brad Thomas, Prophecy CEO. "Amazon Connect customers can now benefit from the years of experience we have in building contact centre analytics solution."

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For more details visit

[prophecyinternational.com](http://prophecyinternational.com)  
[intersectalliance.com](http://intersectalliance.com)  
[eMite.com](http://eMite.com)

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eMite has also secured a global reseller partnership agreement with Voice Foundry USA after initially signing an agreement for Australia with Voice Foundry Australia. Voice Foundry, an AWS Advanced Global Consulting Partner, specialises in the design and delivery of Amazon Connect solutions. This partnership will enable eMite to access customers implementing Amazon Connect through Voice Foundry across Australia, New Zealand, North America, Singapore and Western Europe.

### **About Prophecy International Holdings Limited**

Prophecy International Holdings Limited is a listed Australian company (ASX:PRO) that operates globally. The focus at Prophecy is growing the eMite and Snare lines of business.

CX Intelligence by eMite provides a SaaS based real time and historical analytics platform, dashboards, wallboards, KPI and orchestration products for Customer Experience, Contact Center & IT Operations environments.

The Snare product suite is a highly scalable platform of Centralized Log Management, Security Analytics and SIEM products designed to enable customers to detect and manage cyber threats in real time & maintain regulatory compliance.

Prophecy operates globally from Adelaide and Sydney in Australia, London in the United Kingdom and in Denver, USA.

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For more details visit

[prophecyinternational.com](http://prophecyinternational.com)  
[intersectalliance.com](http://intersectalliance.com)  
[eMite.com](http://eMite.com)

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