

ASX Announcement  
29 March 2016

#### **KNOSYS SIGNS AGREEMENT WITH CITIC TELECOM SINGAPORE**

- **Knosys signs MOU with CITIC Telecom in Singapore**
- **Continues expansion into Asia**
- **Provides CITIC Telecom with a single customer view across multiple existing platforms**

**Knosys Ltd (ASX: KNO) ("Knosys")**, in conjunction with reseller partner Corporate Innovations (S) Pte. Ltd, is pleased to announce that it has signed a memorandum of understanding with the Singapore Asia Pacific operations of CITIC Telecom International (SEA) Pte Ltd for the deployment of the Knosys Platform. The Knosys implementation will provide an aggregated view of CITIC's customers in order to enhance CITIC Telecom's sales and marketing activities.

The deployment will provide CITIC Telecom International with a consolidated view of CITIC customers across a number of core applications. The initial deployment of the Knosys Platform will refine the important workflow and knowledge/guidance processes required to deliver market-leading customer support. This will lead to the digital transformation of sales and support strategies for CITIC customers.

The Knosys deployment will define the model for CITIC Telecom's integrated "Customer Engagement Program" initiative, enabling improved sales and on boarding processes of products and services. A pilot program will be used to develop a business and financial case for delivering CITIC's whole of business "Customer Self Service" strategy to manage, communicate, upsell and cross sell to new and existing customers. Upon the achievement of the Singapore program delivery goals, the company expects further roll out and deployments across the broader business.

#### **General Manager – CITIC Telecom International, Richard Loo, said:**

"CITIC Telecom International always looks for ways to enhance and continually improve our customer engagement which has always been our noted strength in the market. We keep abreast of the technologies that allow us to invest and broaden our existing applications to deliver value back to our customers. We see the deployment of Knosys as a continuation of that strategy, and a way in which we can offer even further benefits to our existing and new customers."

#### **Chief Executive Officer of Knosys, Ashley Gall, said:**

"Knosys is dedicated to driving digital transformation and improving business outcomes for our customers and we are pleased to sign an initial deployment contract with CITIC Telecom International. The deployment of the Knosys Platform will provide an extremely functional digital knowledge framework to achieve a consolidated view of CITIC customer data from multiple systems, allowing CITIC to better service and sell to new and existing customers. All this via an easy to consume subscription licencing model with agile deployment and implementation."

In further commenting on the deal, Ashley Gall said, "We are committed to expansion in Asia and our reseller strategy is delivering early success with this win being delivered via reseller Corporate Innovations. We will continue to work with Corporate Innovations on pipeline opportunities across Asia."

#### **ABOUT CITIC TELECOM INTERNATIONAL**

CITIC Telecom International (SEA) Pte. Ltd. is exclusively dedicated to business and government markets. We provide a complete range of voice, data and mobile solutions to thousands of companies throughout Asia Pacific.



CITIC Telecom International (SEA) is a 100% subsidiary of CITIC Telecom International ([www.citictel.com](http://www.citictel.com)), a member of CITIC Group. Established in 1999 and listed on Hong Kong Stock Exchange (HKSE: 1883) in 2007, CITIC Telecom International is a member of the CITIC Limited ([www.citic.com](http://www.citic.com)). CITIC Limited is the biggest conglomerate in China with leading businesses in sectors well matched with China's economic growth and development.

In our continual effort to signify our desire to work firmly with our partners and clients to meet their telecommunication needs, CITIC Telecom International (SEA) has established a regional presence in South East Asia and is headquartered in Singapore to spearhead this goal. We are committed to reinforce our presence in SEA in order to enhance our responsiveness to serve our clients proficiently and continue to extend superior telecommunication services to our clients.

For more information, please visit: [www.citictel.com.sg](http://www.citictel.com.sg)

### ABOUT CORPORATE INNOVATIONS

CORPORATE INNOVATIONS (S) PTE LTD (COINS) is a leading Information System distributor in Asia Pacific that is expert in distribution and integration of solutions, products and services. From global distribution and flexible customized solutions to pre-sales and technical assistance, COINS aim to work with partners to respond with agility and speed to changing market conditions so partners can achieve the fastest time to revenue.

Through our extensive knowledge in the technological field and our in-depth understanding of the regional market needs, COINS is able to execute the latest outstanding innovations necessary to select leading edge strategic vendors and technologies that can provide our partners an opportunity to differentiate themselves in today's highly competitive and crowded market.

For more information, please visit: [www.corporate-innovations.com](http://www.corporate-innovations.com)

### ABOUT KNOSYS

The Knosys Platform is an enterprise-grade, knowledge management solution that enables organizations, large or small, to better capture, manage and access information across often disparate business units, divisions and information technology (IT) platforms.

Knosys augments an organization's technology or IT platforms, without the need to disrupt existing processes. The Knosys Platform optimizes the business outcomes by providing various integration and touchpoints into an organization IT capabilities and knowledge repositories.

The Knosys Platform drives business outcomes and allows organizations to capture, manage and utilize information in various forms of decision making and issue resolution. Analytics allows companies to measure and tune the relevance of their knowledge management solution and optimize the information delivered to specific queries, business processes and ultimate outcomes.

The Knosys knowledge management platform provides an open and expandable framework, which can extend into a fully integrated Digital Work Centre, becoming the window into an organization's applications environment.

For more information, please visit: [www.knosys.it](http://www.knosys.it)

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